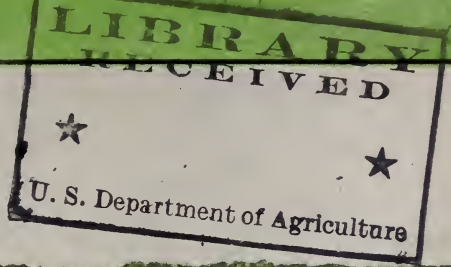


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Descriptive Catalog and Price List



The Book of Truth for Planters of New Groves





The Ocklawaha Nurseries

ESTABLISHED 1897

Nurseries at Victoria, Fla.
S. A. L. R. R.

O. W. CONNER
Proprietor

H. R. WHITCOMB
Secretary

T. C. CALDWELL
Field Manager

Postoffice address

LAKE GEM, - FLORIDA

OCKLAWAHA NURSERIES

With the Proprietor

Our nurseries have the distinction of being the only large plant in Florida that is managed directly within its enclosure. Here the proprietor lives, has his home, his office, and under his close personal supervision all our trees are grown, and all our experimental work is carried on. Here he has watched and guided the propagation and by his careful bud selection, *made personally*, each variety used in our nurseries has been gradually improved until to-day none can possibly be finer than Ford. Here, too, grapefruit, Con-veloped in all its beauty, and un-the Conner Seed-fected, the only Florida orange yet propagated that is *early*. Here the has been perfect-color, wonderful symmetrical wonder of beauty sess. Here under everything is as it nursery, and here mental station, periments are and it is because painstakingly we ask and merit

In 1907, when Ocklawaha Nur-trees, to achieve day was our

Surrounded as we are with 160 acres of bearing groves, and over 350,000 nursery trees, all nestled down so snugly in the midst of the finest lake region, and on a large tract of fine, sandy, loamy, pine land 30 feet deep, where every root can find a place, a fine operative force of trained men, many of whom have been with us from our earliest days, and besides all this a long list of satisfied customers, who have developed the finest groves in Florida from our nursery stock,—surely—surely this prosperity can only bring content; and you, our friends, have made this condition possible. YOU have built up this great, big, wonderful plant and to YOU we offer our heartfelt thanks, and we will always remember your interest in all our work.



O. W. CONNER

day none can pos-our nurseries af-was the wonder ner Prolific, de-bright, glossy der the same care less orange per-type of true Flor-originated and both *seedless* and Pineapple orange ed until its high aroma and its beauty makes it a and a joy to pos-personal care, should be in a is the real experi-where your ex-perfected for you, of our work so done for you that your business.

we started the series with 20,000 what we are to-fondest dream.

I hereby certify that the photographs reproduced in this catalog were made by me on the premises occupied by the Ocklawaha Nurseries at Tangerine and Victoria, Fla. T. P. ROBINSON, Photographer, Orlando, Fla.

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Pedigreed Trees

How They Are Grown

For the last twenty years most of the nurserymen of Florida have depended chiefly upon their nursery stock for their budwood and practically



All Conner Prolific Grapefruit one, two and three-year buds as they come from the nursery. The soil is deep—thirty feet—and the roots are component parts of their value. Refer to this as a guide to what your trees ought to be. This is what they will be if you buy them from Ocklawaha Nurseries.

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altogether on the integrity and knowledge of their labor to keep their varieties in the nurseries true to name. To illustrate what a poor system this is we will suppose that the Valencia Late and Parson Brown varieties are budded in blocks side by side in the nursery. That some one of the force employed to bud the trees is sent to the nursery to get budwood. It is nothing unusual for the trees in one row to overlap the trees in the other and it would not be an impossibility by any means for the man cutting budwood to cut a stick of Parson Brown when he supposed he was cutting nothing but Valencia Late. Suppose this stick of Parson Brown is put into the stock and contains only ten buds, all of which live and produce trees and



Conner Prolific Grapefruit
One-year-old sour orange stock. World beaters.

which may be mixed up haphazard together in a row of 100 Valencias of next season. It would not be so bad at that particular time, but during the next budding season when these trees are again cut for budwood there would be ten or twenty times as many Parson Brown mixed with the Valencia Late as before. Let this condition exist over a period of fifteen to twenty years in a nursery and let all varieties be mixed in the same proportion and at the end of that period that nurseryman would have absolutely no variety anywhere in all of his stock.

The writer has seen young groves just coming into bearing so mixed from this cause alone that it was impossible to tell what the original variety was intended to be. And this is the kind of a proposition you are up against where such practices are followed, and we figure that your investment would be practically of no benefit to you when you had carried it to the producing point.

In the Ocklawaha Nursery service we offer you stock that is supervised

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on the premises altogether. The Ocklawaha Nurseries are the only large nurseries in the State that are managed absolutely on the premises. Every other large nursery in Florida maintains an office from 50 to 200 miles distant and has all its work conducted by a foreman in charge, whose interest is exactly in accordance with the amount per month he receives for the work he does.

The Ocklawaha Nurseries maintain a system of budding that cannot possibly go wrong. Our proprietor, Mr. O. W. Conner, personally supervises or personally cuts the budwood that goes into our stock from bearing trees in our groves. No bearing tree is used for budwood until it has



Extra Sized, if you want them. In trees on lemon stock we lead in size, quality and root system, and we bud only what will succeed on this root. Here's a bunch of Conner Prolific Grapefruit.

proven not only that it is true to name, but that it produces fruit of extra quality and of uniform size, shape and color. No trees are used from which to cut budwood except those that are in bearing; therefore, we say there is no possibility of anything but trees true to name in our stock.

This is the best guarantee you could have as a safeguard to the future of your investment and you cannot afford to invest your money in land, clearing, preparation, trees, planting and culture for five years only to find at the end of that time that you have been playing a losing game because from the beginning the cards have been stacked against you in the form of trees not true to name and not of the highest type of production, and for that reason not the kind of trees that would yield you the largest return from your investment.

We claim for the Ocklawaha Nurseries the production of the one item necessary for your success—a good tree, true to name, tested; and one in which you may have confidence to go ahead. Without that all of the rest of your work is a failure.

Our Trees in Louisiana

Louisiana planters have by all means the richest orange and grapefruit land in the United States. They have besides a never ending supply of moisture. They have in New Orleans, Mobile, Memphis, Atlanta, Birmingham and other nearby cities the closest and the quickest location to reach market of any body of orange growers in the United States. Besides all these advantages they also have a land so adapted to quick maturity and color of fruit

that they may, strains of the Brown and Conner Early Orange, early and the and color, place the first good, ored fruit of the properly packed "Parson Brown" Seedless," and by er for quality, and arate, realize the of any growers in

Louisiana also gerines, and the grapefruit. The classed as second ness, quality and when Conner in Louisiana, it earliest grapefruit grown in the United States.

Louisiana planters should by all means go in for early varieties, because these will always reach maturity at a time that they can be marketed before



Main orchard looking west
Trees are in bloom

if they plant true Carney Parsonner Seedless both of which are earliest to ripen upon the markets sweet, well col-season, which if and branded or "Early Conner grading altogeth-each quality sep-best net returns the United States. produces fine tan-finest kind of latter may be to none in bright-flavor. Besides, Prolific is planted produces the



Main orchard looking west



Main orchard looking east

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danger of cold injury, and often that may mean either profit or loss to the grower. Yet each grower in justice to himself should plant a portion of his ground to Pineapple and Hart's Late oranges, as both these varieties produce perfect fruit, and while it matures and ripens later than other varieties mentioned it may be relied upon to give a good return to the grower, for at that time its only competitor will be the inferior grades of Florida, which Florida always markets in Southern markets, sending her better grades East, North and West, to compete with the fine fruit from California.

With the ideal conditions in your favor why not plant a grove in Southern Louisiana? There your chances of loss from freeze have been proven to be



One-year buds Conner Seedless Orange

less than either Florida or California over a period of twenty years, and you can certainly produce a box of fruit in Louisiana cheaper than either Florida or California can.

We first became acquainted with Louisiana fruit growing in 1899, and at that time little was known of the Sour Orange Stock.

The growers had relied upon the Louisiana Sweet Seedling, or had been inveigled into planting budded trees on citrus trifoliata stock. Neither did Louisiana planters know much about the Parson Brown, or other early varieties of oranges. Thanks, however, to the knowledge of his business, the wonderful nerve, and foresight of our good friend, Mr. Tony Commander, of 324 Magazine street, New Orleans, whom now every grower along the river knows and likes, the sour orange stock has become well established, and known as *the best stock to be had for Louisiana groves*.

The first grove on sour orange stock, planted down the river, was on Tony Commander's Josephine grove, at Boothville, from The Ocklawaha Nurseries. This was in March, 1899. Its growth was rapid, and the next year those trees were the wonder of the whole country. They fast developed into great, big,

bearing trees, and soon crowded each other in the grove to the extent that Mr. Commander was forced to remove half the trees for the better room and benefit of the other half. The Josephine Grove has proven to be the most prolific and productive of the best fruit of any grove in Southern Louisiana. Today, *no* one could possibly persuade him to plant a tree on any but sour orange stock, nor could he be induced to plant any but Ocklawaha Nurseries' product; and he adds new acres to his grove every year. As we go to press with this issue of our catalog he has orders with us for four thousand trees.

We have prevailed upon Mr. Commander to handle Ocklawaha Nursery trees in connection with the management of his groves "down the river," and his success with our trees, his knowledge of stocks, varieties, and his honesty with his friends, will recommend him for a full share of your business. Let him tell you about us. He has been all over our big plant, knows our facilities, and knows from planting our *Pedigreed Trees* of quality, what their importance to the planter's success means. Write or call on him at 324 Magazine St., New Orleans, La.

What You Ought to Know

A New Era in Citrus Fruit Growing

This is a new era of citrus fruit production in Florida. The end to haphazard planting, packing, shipping and marketing is here or in sight, and the grower must be up and doing—doing his best to meet home competition and overcome that from abroad. He must produce good fruit, he must have it branded true to variety, color and size, and he must ship mature, well-colored, good-flavored, and properly packed fruit or he will soon be out of business. Leave your selling to the Florida Citrus Exchange.

The orange and grapefruit groves of Florida are full of seedlings and mixed budded trees, undesirable varieties and producers of inferior fruit in many ways, that ten, twenty or even thirty years ago, might and ought to



Two-year Conner Prolific Grapefruit buds
Planted six months; high pine land (Lake Gem Villa)



Conner Prolific Grapefruit

Two years old from two-year buds. Just coming into bearing, 1913

have been left unplanted. But the groves of this kind exist and the owners are compelled to gather and separate the fruit and ship it, or withstand a total loss.

Many new growers are coming into the field today, buying land, clearing it and planting trees without a pedigree that will later produce fruit that will not be superior to that mentioned above. Cheap trees cannot be grown right, any more than cheap fruit can be sold at good prices. They are in the hands of hucksters and offered by them at almost any price, and you will have to sell the product of these trees in the same way. For better grade trees plant pedigreed trees from the Ocklawaha Nurseries.

Here then is the point of greatest importance to planters of today—to have first the right stock, the stock suited to their soil and location, then the variety that is in greatest demand at the best price, and then by all means to have that variety true to name. These matters of so vital importance to you, Mr. Planter, are entirely in the hands of the nurseryman and your success depends practically altogether upon his integrity and his system of controlling his propagation. He should have large test groves, where he can watch and live with each variety he propagates until he knows his output is suited to your needs. He should **PERSONALLY** know all about his budding—where his buds come from, and that each tree used for budwood is not only true to name, but is as well producing the highest type of fruit possible to obtain from that particular strain.

Citrus groves are being planted by not only the man who hopes it will prove a profitable venture, but as well by men who already own large orchards, sometimes running into the hundreds of acres, and who have grown wealthy in the business and now see the wisdom of adding the result of the nurseryman's research in the way of improved varieties which will add heavily to the profits of the grove.

The day of the seedling orange is past. It has already become a back number. New types of fruit have been introduced that are in every way superior to the seedling, and whose ripening season is such that the product of the Florida grower can go into the markets every month of the year. The owner of a seedling grove, to keep abreast of the times and measure progress with the progressive man, should add to his grove the variety that

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will prolong his season of marketing and suits his soil conditions and locality, and now is the time to do it.

Citrus fruit production will always lead all other industries in Florida and we heartily recommend the doubtful to lay all doubts aside, plant their groves and begin to enjoy the result of their labor before the cost is too great, for it will surely be greater five years hence than it is today. Five years ago good citrus lands could be bought in Florida at \$5 to \$25 per acre. Today you cannot touch it at a less price than \$30 to \$150, and labor in the same period has increased fully fifty per cent. Five years hence the grove you plant today will be worth \$1,000 per acre, and it will already have paid for itself if properly cared for and planted from **pedigreed trees** from the Ocklawaha Nurseries.

We live and learn, or we're too bigoted to be open to conviction; therefore we claim that we have learned a little more than when we issued our last catalog, and have been open to conviction to the extent of profiting by many pieces of experimental work we have carried on since opening up our new plant. This will account for some changes we make covering plans for work in planting and caring for new groves. We are both glad and willing to give our friends and customers the benefit of all we have done that has been of benefit to us, and feel that this work has been placed where it rightfully belongs—on the shoulders of the nurseryman, who if he does his duty, will always lead in progressive fruit growing.

SELECTION AND PREPARATION OF LAND FOR A GROVE

The use of dynamite and its effectiveness in breaking up hard-pan and other hard substances underlying the surface of the ground has furnished the planter an agent that will materially increase the area of land suitable for planting groves in Florida, and today the rich, alluvial flatwoods soils have become extremely valuable because of their adaptability for citrus fruit pro-



Conner Prolific Grapefruit

Two-year buds, planted exactly three years. Twelve feet high, ten feet across. Crop four to seven boxes per tree 1912-1913

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duction. They have but one fault—hardpan. With dynamite this is easily broken up at very low cost, and when so treated, the medium-low flatwoods lands of Florida are perfection for the production of early varieties of oranges and grapefruit. Have your soil at least two feet above high water mark and by all means well drained. If it has a growth of palmetto or heavy oak, or if it is low and wet, it is apt to be well supplied with acid. This acid condition can be eliminated by applying 1,200 to 1,800 pounds of hard wood ashes to the acre, after the land is cleared and broken, or, if more convenient to obtain, apply the same quantity of lime. These applications should be made after the land has been plowed and then should be worked into the soil with a cutaway harrow. The trees may then be planted without any fear from injury of acid from the soil. If



Conner Prolific Grapefruit. Five years old. Seven to twelve boxes per tree 1912-1913

your land is cleared and broken in February or March, treated with lime or wood ashes and sown broadcast with cow peas, which are, about October 15th following, in turn plowed under and harrowed, you then have an ideal soil condition into which to plant your trees November 15th. Whenever possible plan ahead and do your work in this way and every tree planted will be a complete success.

TIME TO PLANT TREES

Hot weather is a poor time to handle or plant a citrus tree. Once the roots are dried in the sun the tree is injured beyond repair. The rainy season



Pineapple Oranges on sour orange stock. Planted two years on pine land

of June to September is comparatively safe if the days are cloudy and cool and sufficient rainfall occurs to keep the ground thoroughly moist, provided the trees are well mulched and partially shaded. Keep the roots out of the sunshine. The best time, however, to plant trees is in the cool weather of November and December, immediately after the trees go into the dormant state. If they can be planted early enough to permit the development of a few leaves on the top of the tree (which will not in any case cause a sappy condition of the trees) these leaves will be utilized to greatly encourage root development and healing over of cut ends, which the cool earth at this season is so favorable to. This development continues until spring and thoroughly establishes the tree in its new place, and enables it to put forth its growth as vigorously as if it had never been moved. They will likely continue to grow without watering or other unusual attention, unless dry weather comes, when they should receive attention at the proper time.

In the cool days of November and December, it is by all means preferable to plant trees during dry weather and have the rainfall come afterwards than to plant after rain and have the ground dry out, as it will after being disturbed and loosened up. Do not wait in the fall for rain, but plant trees and water well—no harm to the trees can result.

HOW TO PLANT TREES

Always plant your trees high, say at least three inches higher than they stood in the nursery. The crown roots highest on the stem of the tree may be calculated as one inch below surface of the ground in the nursery. Have crown roots sloping downwards from the tree about four inches to the foot in length, spread the roots out well and separate each layer as the hole dug for planting is filled. Use only rich top soil to fill the hole and sift it in rather than to throw in by spadeful at a time. As you finish up, elevate the outer rim of the hole so as to leave a saucer shape equal to the diameter of the root system of the tree, and into this place pour, from three feet high, at least three gallons of water. Let this settle two hours, then draw the loose earth of the elevated rim in around the tree until all is level, when it must be firmed down, preferably by treading. This is best done by placing the toe of your boot to the tree and pressing first and heaviest with the heel, otherwise you might either break the lateral roots or cause them to stick upwards at the ends, instead of remaining buried as placed.

On low land plant your trees still higher, even six to eighteen inches may

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be used, and in time the land in between the rows of trees may be elevated to meet this elevation, leaving the trees on slight ridges one way and those ridges should be placed so as to better drain the land in extremely wet weather—disregard direction, but be sure to get the drainage.

DISTANCE FOR PLANTING

A grove planted too close becomes a poor fruiter, as the trees begin to crowd each other too much; besides the humidity in such a grove encourages the development of wither-tip scab, melanose, stem-end rot, and other fungus diseases. They are inconvenient or impossible to cultivate or to spray. Always leave room at least one way to get a power sprayer or a



Pineapple Orange Grove, six years old. High pine land

fruit wagon in the groves. In our groves at Tangerine, we have planted everything 18 by 30 feet. This we like better than any plan we have used elsewhere, as it permits ample room for cultivation, spraying, hauling in fertilizer and hauling out fruit. It also permits the production of cover crops to keep humus in the soil and we fully recommend this plan. Seven hundred and ninety-two trees may be planted this distance on a 10-acre plot, and it is equally well suited to all varieties of oranges and grapefruit. Commercial groves of limes should be planted 15x20 feet, kumquats 12x18 feet, lemons 18x25 feet, and all standard types by first named plan.

Table of Number of Trees Required to Plant One Acre

15x15	-----193	20x20	-----108
16x16	-----170	25x25	-----69
18x18	-----134	30x30	-----49
35x35	-----		35

Our Distance

18x30—1 acre	---- 77	18x30—5 acres	----396	18x30—10 acres	----792
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OCKLAWAHA NURSERIES

SHALL WE PLANT YOUR TREES?

We are often asked to guarantee trees to live. How can we do this when we do not know what treatment they will receive at your own or your laborers' hands? We cannot at all. But we can, and will guarantee, each and every tree to live if we plant them, and know beyond any question or doubt that they are both handled and planted right. Your planting is important, and should have proper consideration, for right there is your beginning, whether good or bad. A tree set too low, for instance, will always be a poor grower, and will never make a good, healthy tree. A root-cramped tree will be two years getting off, and there may be any one of four or five other reasons why it is not right. If you KNOW you have good workmen, of course use them, but if you do NOT know it, we will send men to your place, at your expense after they leave us, who will see to it that your work is properly done. If you then lose a tree we will replace it free of any cost to you.

For quick and economical service have your land fully prepared, plowed, harrowed with a cutaway harrow, and staked, and team to haul water. Dig no holes. That is a small item, and better done when trees are planted.

WHEN YOUR TREES ARRIVE

If in bundles or bales, bury the roots in the ground until ready to plant. If in boxes, haul them to the grove and if ready to plant, take off the cover of the box and keep them right along with you in the packing material in which they are packed and plant them direct from the box. **Always dip trees in water before planting. Never expose the roots to frosty air or sunshine. Do not let them get dry.** If not ready to plant at once, haul the trees to a cool, shady place—a shed is preferable—and keep them in the cases until ready to use them. Our packing is so carefully done that our trees will, without difficulty, be safely kept in the cases for a month after packing, in the winter season. In the summer planting season, immediately take them from the cases, water well and heel in until ready to plant.

CULTIVATION

Young groves should be kept clear of weeds and grass around the trees, and middles may be cultivated to some forage crops that can be plowed under in the fall. Never allow grass and weeds to smother out the trees. They rob the trees of moisture and fertilizer, and in this way set them back. The same thing is true of economic plants grown too close. Give your trees at least 8 feet space the first year and at the fourth they will use it all.

Strong, healthy trees have much more resistance to cold and drouth than weak, half-cared for trees do. No pains should be spared to have your trees in as nearly a healthy condition as good methods of cultivation, suited to your immediate soil, and constant care to keep them free of scale and numerous insect pests by means of intelligent spraying, can make them. If you get trees from **Ocklawaha Nurseries** you will have no insect pests at first and it is not very hard to keep your trees clean if you start with clean nursery stock and use no *organic* fertilizers. Let us tell you how to fertilize.

MULCHING

This is better done in the early spring after banks are removed and after danger of cold is past. Its chief benefit consists of retaining moisture and keeping the earth cool about the roots. Straw (not pinestraw), dead oak

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or other leaves, peavines, potato vines, or any other material of a like nature, may be used.

FERTILIZING

The **QUALITY** should be the best, and it should be free of too great content of organic material; sweet, pure food is to a tree what untainted milk is to a child. We will advise you upon request what we consider and know to be best to use on your soil.

QUANTITY, should always be determined by the size of the tree planted. We give here quantity to use on our *Standard* tree. This may be reduced one-third for smaller size, and doubled for two-year buds 5 to 7 feet, and in proportionate quantities for larger or smaller trees, as the case may require.

DO NOT fertilize fall or winter planted trees, until growth is established, and you know roots are active and growing.

Plant your trees in November and December, for best results.

About February 15th, apply-----2½ lbs.

About May 15th to June 15th, apply-----3 lbs.

About September 15th to October 1st, apply-----4 lbs.

If planted after January 15th you will have to content yourself with less fertilizer, and consequently a less development, and for trees planted at this time apply March 15th 1½ lbs., June 15th 2½ lbs., and October 1st to 15th 3 lbs.; then begin your next fertilizing in February.

Second year use on both fall and spring planting. February 15th 4 lbs., June 1st 5 lbs., September 15th 5 lbs.



Conner Prolific Grapefruit—seven years old

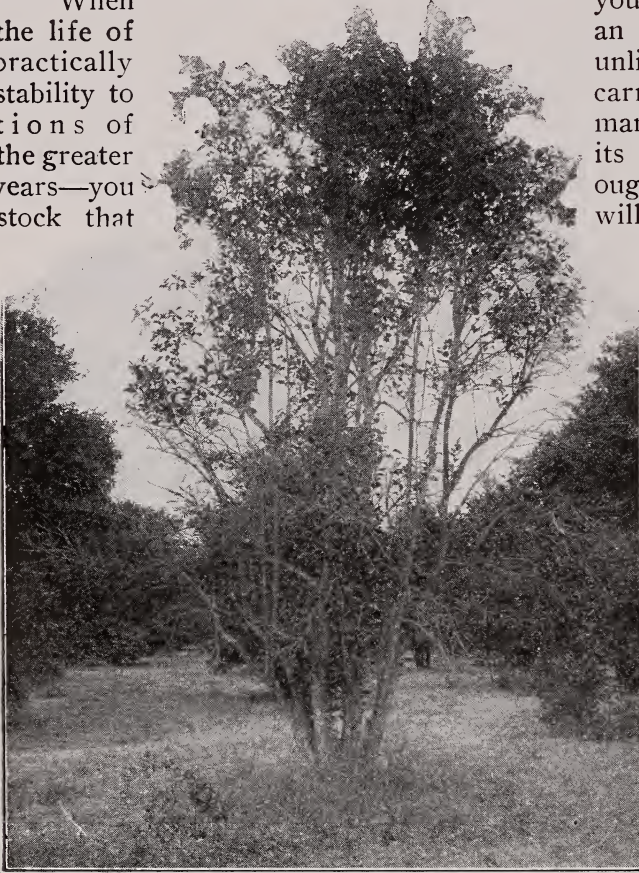
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Stocks

A Word for Your Own Good

This is a most important subject and well worth your utmost attention. The information we give is not hearsay, but based upon actual experience in the grove, from the young tree to the bearing tree 30 years old.

When the life of practically stability to tions of the greater years—you stock that



"The Old Seedling Type will soon be a thing of the past." One of the results of planting the wrong stock

you consider, as you must, that an orange or grapefruit tree is unlimited, if the stock has the carry it through many genera-man—and the older the tree is its yield up to 80 or even 100 ought to endeavor to find the will give you that immense bene-

fit. Throughout all Florida the sweet seedling groves planted in the early days of citrus culture in the State, most of which are not yet 40 years old, by many years, are yielding to foot-rot and other diseases and will soon be things of the past. How pathetic to witness these grand old trees wither and die away, none can know but the owners. If they had planted budded trees on a disease resisting stock, those trees would now be at the period of their greatest value to the grower, with countless years yet to thrive and

bear crops of fruit, of better flavor and greater market value than ever before. And how costly the error of the planter of the old days who planted these trees to take care of himself and his family in their old age.

There is no excuse now for making a mistake, the road has been blazed out for you by past experience of others. These old planters made mistakes but they did not *know*; the planter of today *does* or *can* know and would be a fool to disregard advice that has been bought for him at the expense of disastrous experience by those who have gone ahead without knowledge.

The Ocklawaha Nurseries have for sale trees on sour orange, grapefruit and rough lemon stock. They can and will tell you the best stock to use on *your* soil and in *your* locality, and the stock that will give you the best fruit of the different commercial varieties. Whether you follow our advice or not is up to you. We will fill your orders according to your final decision.

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WHY WE CAN ADVISE YOU ABOUT STOCK ADAPTABILITY TO SOIL AND VARIETY

The value of the different stocks named in this book has been determined in our own test groves, and these groves cover six grades of land, light, sandy, mixed oak and pine—high rolling pine, 80 feet above water level, pine underlaid with clay, high hammock, low hammock and heavy hammock, and flat-woods land. Certainly this about comprises the list. **No other nursery in Florida has such extensive groves as the Ocklawaha Nurseries.** No other nursery can possibly calculate the value of the different stocks on the different soils directly under their care and supervision as the Ocklawaha Nurseries can. Therefore, we believe that we are the most competent authority on this subject, and in our groves you will find the result of planting each and every stock we describe on each different soil enumerated. Come and see or take our word for it that we are **RIGHT**. We have always tried to make the Ocklawaha Nurseries the veritable home of the finest citrus trees in the world.

SOUR ORANGE STOCK

We have already stated in these pages, that we have lived and learned, and one of the things that we have learned *well* is that **sour orange stock is the safest, best, and (in the end) the most profitable stock to use for the production of citrus fruits in Florida.** It is true that in some localities rough lemon is used almost exclusively. In fact its use has become a habit, but in that fact is no evidence that the sour stock would not be better and the same rule will apply with regard to the quality of fruit produced. We have both stocks growing side by side in our groves at Tangerine, on high pine land, 80 feet above lake level, and at four years old, and six years old respectively, it would puzzle the most discerning to pick out one tree showing greater development than another. The sour stock tree is as big as the lemon stock tree and is producing better fruit and as much of it as the lemon stock tree. This is on strictly high pine land, exactly like thousands of acres of other pine land on which you are doubtless advised by the man with the lemon stock habit, or lemon stock to sell, that the sour stock would be an absolute failure. That the sour stock is hardy there can be no question. That it never has foot-rot (Mal de Gomma) is absolutely true; there has never been known such a thing as foot-rot on sour orange roots. Unlike any other stock sour stock roots penetrate deeply into the soil, sending their roots where the moisture lies in the dryest seasons. During all the dry weather of the past summer our trees on sour orange roots did not even wilt, while those in the seedling groves, and those budded on other roots than the sour not only wilted, but lost heavily from their fruit crop. That the sour orange stock will produce the heaviest, juiciest, smoothest and best keeping orange or grapefruit there is absolutely no doubt. That its fruit will keep in good condition fully a month to two months longer *on the tree* than fruit on lemon stock will keep or retain its smoothness and juice is also an absolute fact, and no man well advised and honestly contending could possibly say otherwise. These are all points by which you decide whether you have a good grove or a poor one, Mr. Planter, and we advise you to look more closely than mere say-so before you plant anything but sour orange stock. Investigate; go to your Experiment Station, ask the man who knows; come here and let us show you the trees, one growing beside the other. The sour orange stock certainly has all the advantages we claim for it. Our reputation is as precious to us, and more

OCKLAWAHA NURSERIES

so than your grove will be to you, unless it is a mighty big grove, and we stake our reputation on your success if you follow our advice and plant sour orange stock wherever it is adapted to your soil.

If you want to produce regular crops, plant sour orange stock. If you want your trees absolutely free from root diseases (which always affect quality and reduce the output of your grove) plant sour orange stock. If you want to produce fruit that is of the highest possible quality; that has the character to recommend it to your customers; that you can hold on the trees in good condition latest of all; that you can always depend on to be heavy in volume; plant sour orange stock. If you want to plant Parson Brown, Conner Seedless, or other early oranges, and have them color when mature, plant sour orange stock; or if you want to plant Valencia Late, Hart's Late or Pineapple oranges, and have them develop fine, uniform color and hold it; if you want them to hold their size and stay on the tree in perfectly good condition until July or August; then plant them on sour orange stock.

If your land is good enough to plant a grove on, and you'd be foolish to buy any other, use sour orange stock. We will tell you how to succeed on any grade of land, from heavy hammock to pine land with this stock, for it is simply a matter of intelligent fertilizing and cultivation, which we claim to have forgotten as much about as some people know. No buncombe here.

LEMON STOCK

This stock is procured by planting the seed of the "rough" or "Jamaica" Lemon and is found growing wild on the Florida Keys, and all parts of the West Indies. Fully developed it is not unlike the Lime and is of rather a shrublike nature. It has the distinction of being a strong surface feeder, and being able to thrive on extremely light, sandy soils. It is often found growing luxuriantly on white, sandy keys, where the soil is not over a foot in depth. Its vigorous character and quick development have recommended it as a stock upon which to work different types of citrus fruits, but it has its limitations, and these we will endeavor to make clear here. First, in oranges, it should not be used for early sorts, because the vegetative habit is so strong that it does not "check" and color the fruit when mature. Varieties like the Parson Brown and Conner Seedless will mature and sweeten their fruit on this stock, but before the fruit will color it will become light and punky and *absolutely worthless*. For varieties of oranges decidedly mid-season in ripening this stock is *good* when the land upon which it is planted is adapted to it. Pineapple oranges, Tangerines, Majorca, Jaffa, and other sorts in this class are perfect on lemon stock. Valencias may be planted on lemon stock, with moderate safety, but cannot be held on the trees very late in the season because of the absolute certainty of the fruit growing woody in stem end and growing coarse and large, and their absolute certainty to turn green on the stem end about one-third the area of the peel of the fruit. Hart's Late (Tardiff) should *never* be planted on lemon stock because they are by nature a large fruit, and all the depressed glands in the peel are large. The lemon stock will *not* hold the color of this fruit after blooming season is on the tree, and it will turn green on you, and keep on growing larger and coarser, until at marketing time 150s will be your smallest and 75% of your fruit will run 96s and larger. Therefore *we* say lemon stock is *not* suited nor fit to plant this variety on.

In grapefruit planting we have found the lemon stock perfectly suited to Conner Prolific variety. This variety grows to the best commercial sizes,

OCKLAWAHA NURSERIES

matures and colors early in October, with a fine, glossy surface, with the large glands in the peel covered over with a transparent film, that makes practically every specimen look like wax. Duncan, Marsh Seedless, Standard and Walters are not so fortunate, as they rarely color until the middle of December, Marsh Seedless and Duncan being the last of all to show color, during January.

Bowen shows color and maturity in December, and in excellence is second to Conner Prolific.

SOILS FOR LEMON STOCK

In planting lemon stock, you cannot be too careful. Be sure first, that your land will not grow trees on sour. If you KNOW sour will not succeed then use the lemon. Take your kodak and make a picture of it with the native growth, or show that adjoining, and send us, and we will give you our opinion. Or still better, come and see us, and tell us all about it. That will be better. You can then see (we will show you) what *we* are planting to lemon and what we are planting to sour, and we can show you what our trees are doing, which will be exactly the information you want. We are not enthusiasts, on any but one subject. That is, to have our stock, soils, and varieties adapted in their proper important relation to each other. We have no other habit, no *lemon stock*, nor *sour orange habit*, but are certainly wedded to the habit of common sense, which is always built on reason in all things.

Lemon stock is not free from foot-rot, nor is it resistant to this disease. We believe, unless trees planted on this stock are treated frequently with Carbolineum, that they are liable to attack from Mal de Goma. We have had trees in our groves, six years old, to become seriously affected with this disease, and last year (a very wet season) half of the trees in a thirteen-year-old grove became affected. All but two, however, have yielded to treatment, and are coming back to a healthy condition.

In closing this subject we will simply repeat our advice carried in our last catalog,—namely—if your soil is of an extremely light, sandy composition with little or no humus (decayed vegetable matter) and you MUST plant a grove on it, by all means use lemon stock, and we add to this advice to plant nothing but Conner Prolific or Marsh Seedless grapefruit, Pineapple, Valencia Late, Tangerines and Majorca. The latter we only bud to order.

GRAPEFRUIT STOCK

This stock is produced by planting the seed of the grapefruit, growing one year in seed bed and transplanting to nursery. During the first year the development of the bud on grapefruit stock is slower than on sour orange or rough lemon, unless the tree is unduly forced, but after that time the bud on grapefruit stock develops rapidly and its growth is fully equal to rough lemon. Grapefruit stock is admirably adapted to all varieties of grapefruit and it was at first called for by planters, because they figured, and rightly, that if the bud was killed by cold weather they would still have a good grapefruit left anyway. Many planters in cold locations have profited by their foresight, because the grapefruit is well suited to flatwoods, and other low shallow soils, rich in humus. It is also very thrifty on oak and pine mixed lands, and on soil like this it produces extremely fine Valencias, as well as Ruby Blood, Conner Seedless, Parson Brown and Tangerine oranges. Its best adaptability is to grape-

OCKLAWAHA NURSERIES

fruit, Valencia and Ruby Blood. Grapefruit stock is perfectly good and safe within its range as described above and we fully recommend it therefor.

CITRUS TRIFOLIATA STOCK

Citrus trifoliata should never be used in Florida except in the extreme northern portion. We know beyond any doubt that this stock on account of its hardiness, has cost orange planters thousands of dollars and endless disappointment, because it has been exploited as a successful stock upon which to produce citrus fruit in practically all sections, when in fact, it will positively fail signally on any but low, heavy soil well supplied with moisture close to surface, and whose character is loamy and rich, and better if underlaid with marl. On sandy lands, whether hammock or pine, except as above described, by all means let it alone, and always say so when ordering your trees.

Cincinnati, O., Dec. 18, 1913.

Mr. O. W. Conner, Lake Gem, Fla.

Dear Sir: The sample box of Conner Seedless Oranges came duly to hand. We are very much impressed with its good qualities. Some samples were entirely seedless and none had over two seeds.

One reason California Navels are taken in preference to Florida's is the fact that they are Seedless. It is our belief that if all Florida growers would rebud their orange trees to Seedless varieties that they would be able to capture the market now held by California shippers.

Your sample of Conner Grapefruit was certainly fine.

Please book order for 500 Conner Seedless Orange trees, and oblige.

Yours truly, M. FUGGAZZI & CO.



Two-year Buds in Nursery—Note stocky character

Carney
Parson
Brown
Ever true
to type



Carney Parson Brown—Always prolific

In our 12-year-old trees the type of tree and the type of fruit exactly like the parent trees in Carney Grove. More pedigreed trees—and here's where your trees come from

Carney Parson Brown Oranges, grown from our trees, may always be relied upon to produce early sweetness, early color, and to absolutely fulfill *your* requirements for early marketing purposes.

Oranges

Be guided largely by the success of others in your immediate neighborhood as to what you plant. If you are in a cold location, and John Doe 200 miles south of you is in a warm location, and made big money last year from his Valencia grove, do not plant Valencias on your Parson Brown land. If your neighbor's Tangerines or Pineapple oranges yield poorly colored, off-size and ungainly fruit, then you had better let Tangerines and Pineapple alone. If your land is low, heavy and well supplied with moisture, stick to the early sorts. If it is high, inclined to be dry through the dry seasons, you are sure to have success with late varieties. If you are in doubt on any of these questions, let us put you right, but always give us as much information as you possibly can about every feature of your soil and its surroundings, location in full and any matter that will help us to judge in order that we may work accurately.

EARLY VARIETIES

These should not be planted on lemon stock. Nor will you be able to realize your expectations for early fruit if you plant early varieties on high land, for while you may produce a type of fruit that will mature early you will never get the early color on high land that you will where there is an abundance of moisture in the soil. Early varieties planted on lemon stock will mature, but not color early, and from the point of maturity

will grow coarse, woody and pithy, and be entirely unsatisfactory. For that reason, we are not offering any of the early varieties of oranges on rough lemon stock, nor will we do so hereafter. This is one point brought out by our experimental work during the last five years that we expect to make extremely valuable to the planters in the future. Early types of grapefruit are highly successful on lemon stock, but more so on sour orange stock when planted on low land well supplied with the elements that make up for what is classed as heavy pine or good land.

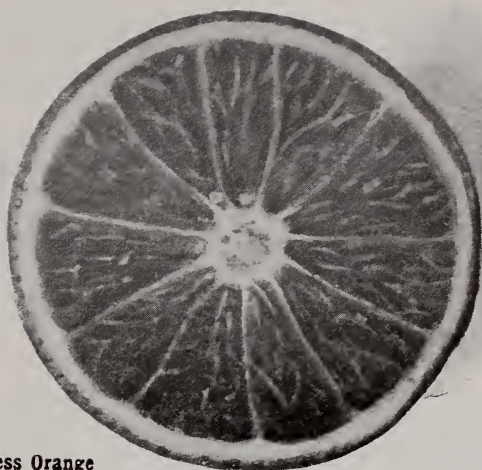


Conner Seedless Orange

The most rapid grower of all, Carney Parson Brown's only successful rival

CONNER SEEDLESS.—We have propagated this variety six years. It originated from a seedling tree. At first

its most desirable quality was represented in its seedless character. It is the most uniformly seedless orange that has



Conner Seedless Orange

ever been propagated in Florida. Occasionally a seed will show, but always develops on account of pollenization from other types of fruit, and never to the extent of more than one or two seeds. We have cut more specimens, many times over, in fact, showing entirely seedless than specimens showing any seeds. Later on, in its development, earliness began to manifest itself in this fruit. First evidence of full maturity from the 1st to the 15th of October, and after the trees grew older the color began to appear, and now this fruit not only shows full maturity, but at the same time shows from two-thirds to full color long before the first of November. As the consensus of opinion was when the green fruit law was passed that the ordinary fruit of the midseason or of certain early types of oranges was not sufficiently mature to market before November 5th, and a law fixing such date is now in force, the two or three weeks earliness gained by the Conner Seedless places this variety pre-eminently in the list of early commercial varieties of oranges. Therefore, we do not hesitate to say that the Conner Seedless is the earliest good orange in existence and it has the distinctive feature of being entirely seedless, which will recommend it far and away ahead of the Parson Brown or any other early type of fruit that is known to horticulture today, and should be placed absolutely first on your list of fruits for early planting. We have carried this variety through the experimental stage and established it on a foundation from which our confidence cannot be shaken, and feeling as we do the utmost confidence in this variety as being one of the best that has ever been produced for general growing in Florida, we recommend it heartily and without reserve to any planter who wishes to grow an early, seedless and extremely high quality of fruit.

We will not propagate it on anything but the sour orange stock, for the reason that to plant it on rough lemon, grapefruit or any other stock, would defeat the purpose which we intend it to fulfill to the grower. And these are the reasons why the grower should plant it:

First; it is seedless. Second; it is earliest. Third; it is of a native type from which all the best varieties for Florida production have originated. Fourth; it has a solid axis, will not bruise in packing, has a tough, thin skin, and is the only seedless variety we have ever seen that did not have a cavity in the center. Fifth; the color is not pale, but high and of a distinct reddish tinge, like Pineapple. This makes it attractive and will sell it where Parson Browns would go wanting for a market. Sixth; its usefulness is not over when skipped for early shipment, for it will hang on the trees and grow better in flavor until as late as March first. Seventh; the growth of the tree is more rapid than that of the grapefruit; it is upright, symmetrical, thrifty and vigorous and will never be known to lay your fruit on the ground. Eighth; it is hardy and may be depended upon to go through any degree of temperature that a sour orange stock will resist.

We do not consider that any new fruit introduced during the last twenty years rivals this variety in excellence and we want you to plant it, keep on planting it, because it will prove to be highly advantageous to you to have it in your groves. We are not listing the trees at any higher price than we ask for other varieties. There is no buncombe here and you may go ahead with your planting with the full assurance that this variety will fulfill every promise we have made to you, no matter how extravagant it may seem as you read this description.

Description of the fruit by the Pomol-

OCKLAWAHA NURSERIES

ogist at Washington, D. C.: Nearly spherical, slightly oval, size medium, 200 to 150 to the crate, surface very smooth, with slight depression over the largest glands. Skin $\frac{1}{8}$ inch thick (this is very thin for Florida oranges). Color, reddish orange to orange, axis solid. Very juicy, very heavy and solid, aromatic, high flavored, sprightly fruit.



Conner Seedless Orange

Four years ago we promised you perfection in this fine seedless, early orange. Here is fulfillment

UNITED STATES DEPARTMENT OF AGRICULTURE,

Bureau of Plant Industry,
Washington, D. C., Jan. 23, 1907.

Mr. O. W. Conner:

Dear Sir: I am just in receipt of yours of the 18th instant and also two specimens of your seedless orange. These were forwarded to me by Prof. Webber of this Department. After cutting one specimen I find that it is truly seedless, very juicy and sweet, and all things considered, a very fine orange. It just suits my taste.

Thanking you for the privilege of examining this fruit, I am,

Yours very truly,
G. B. BRACKETT,
Pomologist.

CARNEY PARSON BROWN (The Genuine Carney Strain).—Our budwood of this excellent variety of early orange

was taken direct from the original propagation by Capt. J. L. Carney at Lake Weir, by the Captain's own hand, and delivered to us right on the premises, and we know beyond any question that we have the genuine Carney Parson Brown. It has always occupied such a place among the early fruits that shippers of this variety consider it a distinction to use the brand "Parson Brown" on their boxes.

The excellence of this variety has so commended it in the markets that faker speculators outside of the Florida Citrus Exchange have packed and shipped thousands of boxes of so-called early seedling fruit, showing good color, which they have branded "Parson Brown," and which were no more Parson Brown than the fakers were honest men. A great many people who have planted trees during the past ten or fifteen years that they supposed were Parson Brown are also away off the track. During the time that our nurseries were located on Lake Weir, in Marion County, we witnessed the shipment of countless thousands of budwood which had been cut from seedling trees which originated from the Parson Brown, but not originated from the budwood, that were no more Parson Brown than any other seedling orange and this budwood was shipped all over the State, many thousands of them going into nurseries that supposed they were getting a square deal, but these trees are not producing Parson Brown oranges. We have worked our variety and proven it entirely true to name and our buds have all been cut from the trees showing earliest development and the best color of fruit early in the season. Those who are planting in the Parson Brown country throughout the lake region of Lake County and in various sections of the State, where flatwoods land or low hammock land can be had, and wish to develop an early orange with a reputation already made for it, will certainly get the very best results possible to obtain from a Parson Brown planting from our trees on sour orange stock. We do not propagate Parson Brown on rough lemon stock, for the reason as stated under the head of "Early Fruits," this variety should only be planted on sour orange stock, and on low or heavy soil where it will most quickly show color, as any fruit shipped without color is shipped to an unreceptive market, no matter where that market may be located. Always hold your fruit on the trees until

OCKLAWAHA NURSERIES

color is developed to get the best results in the market.

DESCRIPTION

Always medium in size, slightly oblong, smooth, thin skin, very heavy, solid and juicy; a decidedly sweet and delicious orange early in the season. Should always be shipped by the 10th of December. After that date it be-

comes watery, loses its flavor and begins to grow light and punky on the trees. On high land in some sections it will hang on the tree in good condition until January 15th, but should always be marketed as soon as well colored. A heavy and prolific fruiter. Strong, vigorous grower and one that will give satisfaction according to its requirements as an early fruit.

MIDSEASON VARIETIES

With the exception of Pineapple, Ruby Blood and Homosassa, all of which are medium late types, there is little to recommend the planting of midseason oranges in Florida. This is true because of the fact that all of the old seedling groves in the State are distinctly mid-season as to time of ripening and to plant other oranges to come into competition with the product of these old groves is inviting disaster and surely an unwise business on the part of the planter of a new grove, to say the least. As the Pineapple and Homosassa may be shipped as late as April and as both are well adapted to all classes of land we have continued with these two varieties for general planting and include other types of midseason fruit for the purpose of filling in our **Home Orchard List**, which would not be complete without them.



A corner in Pineapple Orange Grove
Four years old

Therefore, do not consider that any importance whatever is attached to the midseason varieties for the planting of new commercial groves in Florida.

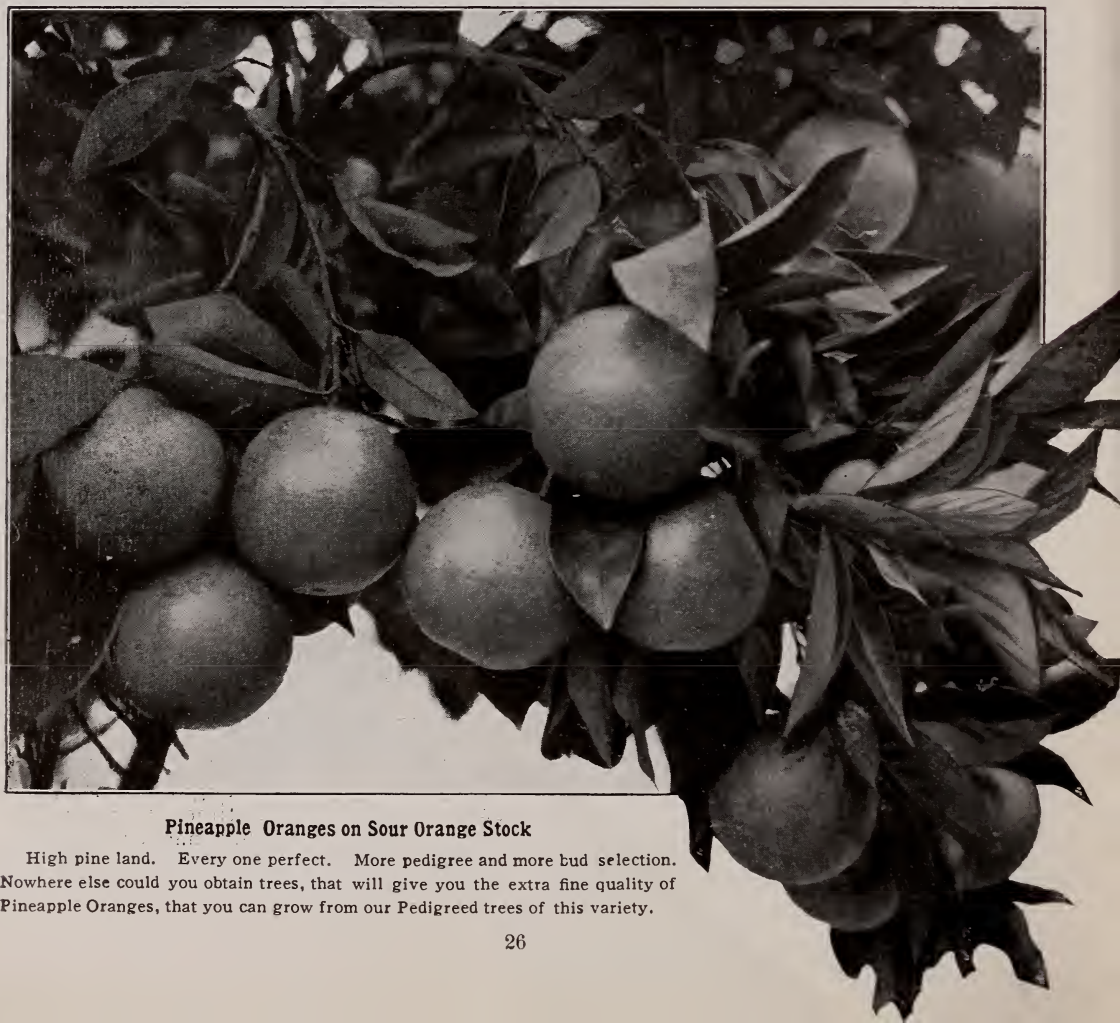
PINEAPPLE ORANGE.—This is the most prominent midseason to late variety in existence and immediately prior to the freeze of 1894-5 was largely plant-

ed in the old orange belt around Citra, Orange Lake and throughout Marion County. During that time it made a reputation for itself that has continued

OCKLAWAHA NURSERIES

throughout the many years since then at no loss to its prominence as one of the finest varieties for Florida planting. Rivals anything else in the midseason to late class. Especially adapted to all classes of soil and all stocks. Fruit slightly oval to round, bright, reddish tinge like the Tangerine when ripe, rich, melting, juicy, highly aromatic flavor, very heavy, perfectly solid, skin the toughest, yet smooth as glass. When grown under favorable conditions, may always be depended upon to produce bright, glossy fruit, and to hang on the tree as late as May 10th in perfect condition, yet may be shipped fully colored in January. Trees of strong, upright, wide spreading growth, and we cannot recommend it too strongly for planting in all sections of the State. We have made the most careful selection for the last ten years to bring the Pineapple in our groves and nurseries up to the very highest possible type, working always in the direction of increasing the high

color, smoothness, heaviness and good quality of the fruit; also looking to the uniformity of size and endeavoring to hold up to the highest notch the admirable qualities of the Pineapple orange. Unless so treated by the nurserymen this variety will retrograde; therefore, we have never cut budwood from the nursery stock for this variety and have always gone not only to the bearing trees, but have carefully selected the bearing trees and limbs thereon, using individuals always from which to obtain our budwood. And now it would be absolutely impossible to find a tree in our stock that would not produce Pineapple oranges of high color, flavor and aroma that so perfectly recommends this variety to any planter who sees the fruit. Season of shipment is next to Valencia Late and the price that we have obtained from this strain has placed its value ahead of the Valencias from a market standpoint. In other words, we have received more money for the Pineapple than for anything else that we have



Pineapple Oranges on Sour Orange Stock

High pine land. Every one perfect. More pedigree and more bud selection. Nowhere else could you obtain trees, that will give you the extra fine quality of Pineapple Oranges, that you can grow from our Pedigreed trees of this variety.

Order Sheet for Family Orchard List

OCKLAWAHA NURSERIES,

Lake Gem, Fla.

Gentlemen:

Enclosed find ^{check} money order ^{cash} for \$..... for which please ship me by

express, freight charges ^{collect, prepaid} Special Family Orchard List No..... Trees,

Age..... Size..... Please use your best judgment in selecting stock.

My land is.....

Describe here quality of soil.

Yours very truly,

Name.....

If express office is different from post-office address, write here where to ship.

Address.....

TEAR OFF HERE



Marsh
Seedless
Grapefruit

The most successful medium sized late grapefruit. Its size gets it the money when the markets are most active on medium sizes of fruit.

The Home Orchard

For the Family's Own Use

A great many people have purchased small tracts of land, perhaps town lots, for building purposes, who do not wish to engage in the production of citrus fruits for commercial purposes, or they want a corner in their grove where they can produce fruit for their own use, ripening at all seasons of the year and containing the various novelties, which they do not wish to interfere with their general grove planting. Doubtless you will be interested in the following list, which covers the full scope of the season and furnishes fruit for your table practically every month in the year and which we have prepared for the express purpose of planting family orchards. These varieties are so selected as to give the greatest satisfaction and we have propagated a large number of the most carefully selected strains and offer them to you at a fixed price in lots of 12, 18 and 24 trees. Always use the attached order sheet, properly filled in in order to avoid any mistake in filling these orders. The number of trees is calculated to meet the requirements of your lot as to size. We think this selection will meet a long felt want, and we guarantee perfect satisfaction in their use. No matter whether you are planting a commercial grove or not, if you live in Florida, or expect to live in Florida, get these trees to growing on your lot as soon as possible.

The list cannot be changed nor amended. No trees can be taken from or added to. Each list is complete within itself and needs no addition.

Lot No. 1, 12 Trees

- | | | |
|------------------------------|------------|--------------------------|
| 1 Conner Prolific Grapefruit | 1 Lemon | 1 Valencia Late |
| 1 Marsh Seedless Grapefruit | 1 Mandarin | 1 Conner Seedless Orange |
| 1 Shaddock | 1 Satsuma | 1 Pineapple Orange |
| 1 Navel | 1 King | 1 Tangerine |

1-year, 4-5 feet, Catalog Price \$14.25, Special Price \$12 75.

2-year, 4-5 feet, Catalog Price 17.25, Special Price 16.00.

Lot No. 2, 18 Trees

- | | | |
|------------------------------|------------------------|--------------------------|
| 2 Conner Prolific Grapefruit | 1 Lemon | 1 Conner Seedless Orange |
| 2 Marsh Seedless Grapefruit | 1 Mandarin | 1 Pineapple Orange |
| 1 Shaddock | 1 Kumquat | 1 Parson Brown Orange |
| 2 Tangerines | 1 King Orange | 1 Ruby Blood Orange |
| 1 Navel | 1 Valencia Late Orange | 1 Satsuma Orange |

1-year, 4-5 feet, Catalog Price \$21.25, Special Price \$19.00.

2-year, 4-5 feet, Catalog Price 25.00, Special Price 22.50.

Lot No. 3, 24 Trees

- | | | |
|--------------|------------------------------|--------------------------|
| 2 Tangerines | 1 King Orange | 1 Conner Seedless Orange |
| 2 Mandarins | 1 Navel Orange | 1 Parson Brown Orange |
| 1 Lime | 1 Ruby Blood Orange | 2 Valencia Late Oranges |
| 1 Lemon | 2 Marsh Seedless Grapefruit | 2 Pineapple Oranges |
| 2 Kumquats | 2 Conner Prolific Grapefruit | 1 Satsuma |
| 1 Shaddock | 1 Majorca Seedless Orange | |

1-year, 4-5 feet, Catalog Price \$28.00, Special Price \$25.00.

2-year, 4-5 feet, Catalog Price 34.00, Special Price 30.00.

Use Order Sheet on other side.

OCKLAWAHA NURSERIES

shipped and of which we have made several years' shipments.

HOMOSASSA.—Fruit medium to large, very smooth, thin skin, slightly oval in shape, good shipper owing to its toughness of segment; flesh fine grained, sweet and juicy, adapted to all parts of Florida, Cuba, and especially suited to lower Louisiana. Tree immense in size, bears at about 3 years from planting, and after attaining good size is very prolific; has no "off seasons." We recommend this variety to all who want a strictly high grade fruit.

MAJORCA.—Fruit medium to large, round, very smooth, and almost entirely seedless, fine grained, tender and sweet; a rather early ripener, but holds on good until late in February. Tree a strong, upright grower, tops compact and bushy, well adapted to all fruit-growing sections of Florida; more prolific than Jaffa.

RUBY.—Decidedly medium in size, averaging 176 to crate. Fruit very fine grained, of good texture, few seeds if any, sweet, melting, of exquisite flavor, none better; when ripe it is streaked or mottled and often becomes blood red, showing the blush on the outside of fruit. This is the best of all blood varieties and we have discarded all the rest from our list. It should be planted extensively, and in such quantities that the fruit may be shipped separately and in its own class. Tree of a vigorous, upright growth, bears young, very few thorns and fine foliage. Exceptionally prolific and productive, of high color, high flavor and fine-keeping fruit, when propagated on sour orange or grapefruit stock.

A fine commercial variety, the fruit of which always sells at 50c to \$1.50 per box above seedling oranges. As important in the market as Pineapple.



1 No. 1 Persian Lime
2 No. 2 Vil'a Franca Lemon
3 No. 3 Satsuma Orange
4 No. 4 Tangerine
5 No. 5 Kumquat
6 No. 6 Mandarin

THE "KID GLOVE," OR MANDARIN FAMILY

We have in these a distinct group of citrus fruits, all showing their similarity by their general form, habits of growth, and their highly flavored, spicy, aromatic fruits with loosely adhering rind, which may easily be removed with the fingers, and the fruit eaten from the hand, in sections, with great ease. The earliest on this list is *Satsuma*, which ripens its fruit from October 1st to November 15th. This is also the hardiest variety of citrus known. Next in season is Mandarin, in November and December. Then comes Tangerine (Dancey) in December, January and February, and King in March and April. All do well on light or heavy soil, except *King*, which for commercail purposes, should only be planted on hammock or heavy soils on sour orange stock.

SATSUMA. (*Oonshiu Kii Seedless*.) Medium in size, flattened in shape, color yellow, somewhat inclined to color of Tangerine; rind and segments part freely; flesh fine grained, tender, juicy, sweet and delicious, entirely seedless,

and one of the earliest varieties known; fruit always ripe in November and of good quality in early October. Tree thornless, of distinct habits, and very prolific; bears young, usually fruits when bud is one year old in nursery.

OCKLAWAHA NURSERIES

Well adapted to all classes of soil. The most hardy of all edible citrus fruits, and we strongly recommend it for use on your dining table and for marketing purposes. This is a most valuable sort. On pine land central and southern Florida, use lemon stock only.

MANDARIN.—Medium in size, flattened, deep yellow in color, skin very thin and of fine texture. Skin and segments loosely adherent, flesh rather dark orange in color, spicy, aromatic and rich in flavor. Tree vigorous, compact in growth, bears young and is very prolific. This variety is largely planted in Louisiana, and has always been a good one for Florida. Does well on all classes of soils where citrus fruits are grown, and we consider it a profitable variety. Not a dwarf.

KING.—Fruit very large and flattened and with loosely adhering rind and segments like all Mandarin varieties. Color orange red, skin rough, but general appearance fine. Flesh juicy, meaty and most agreeable, highly aromatic flavor. Quality the very best. Tree strong, upright grower, foliage

dark and rich. Season April, May and June. This variety succeeds best propagated on sour orange stock and planted on good quality hammock lands; however, it has borne well for us propagated on lemon stock and planted on high pine land; in fact, we might say that it has proven to be very prolific, and retains its good qualities long after ripening, even on lemon stock. Season late.

TANGERINE. (Dancey.)—We believe we have the best Tangerine strain grown. It originated from Magnolia Grove, owned by F. D. Waite, at Belleview, Fla. Fruit large size, flat in shape, each segment well marked from the outside, skin smooth, deep red in color, of fine texture, nearly always entirely free from any effect from the attack of rust mite. The Tangerine is too well known to need more than a brief description. Skin separates freely from the flesh, juicy, aromatic and spicy in flavor. Quality excellent and no orchard complete without a good supply of this variety. One hundred trees in a ten-acre grove is about the right proportion.

LATE VARIETIES

Trees producing late oranges in Florida are almost like diamonds in value. Our Valencia Lates averaged f. o. b. last season in the Tangerine Citrus Growers' Association, and shipped through the Florida Citrus Exchange, \$4.55 a box for the entire shipment from our groves. Three years ago they netted \$3.00 on the trees or approximately \$3.50 f. o. b. Two years ago approximately the same price. There has been no depression in value of Valencias, but a constant increase and at the same time there has been a constant increase in production and we anticipate that the quality of the Florida Valencias will so recommend them to the trade for their good keeping qualities and to the consumer for their good eating qualities that they will continue to grow in popularity until they lead the world in prices obtained for any fruit marketed in the United States. To our certain knowledge we have only two good late varieties of oranges. These two varieties absolutely meet all requirements that Florida planters could have. They are tested and tried over a period of 25 years, known to be reliable and no variation whatever should be made for any purpose as long as these varieties are producing and delivering the goods and as long as these goods are selling for such a price as to make even a ten-acre grove a veritable gold mine for the owner. New varieties of late oranges are being offered which have never been tested; which have never been marketed; and whose future is absolutely unknown. We would heartily recommend that the grower let well enough alone and plant the variety that has established for itself a reputation and a position in the markets that is so eminently satisfactory in every way from the grower's standpoint. Bear in mind that no late variety, whatever it may be, can possibly continue to hold its juice and good appearance after full maturity and ripeness has been reached. The Valencia Late will.

OCKLAWAHA NURSERIES

when planted on sour orange stock, hold its good qualities until as late as September. Its best season is in April, May and June, because at that time there is nothing to come into competition with it in the markets, and right then the shipper will get the biggest price of the season. Valencias planted on pine land, of good quality, on sour orange stock, have given better results than any other late variety on any other stock. Late oranges may be planted on lemon stock and after the trees reach the age of eight or ten years will produce a fairly good quality of fruit, but fruit produced on lemon stock cannot be depended upon in any except dry seasons to hold its juice and uniform size and good quality, and for that reason we recommend planters to use the sour stock, and if any variation is made for the sake of obtaining a quicker growth on light soil that late varieties be planted on grapefruit stock and the lemon stock be left out of it as far as possible in the production of late fruits.

A Corner in Valencia Tree

Pedigree all through. This tree was one that was used to furnish the buds that went into your trees



**Valencia
Late
Oranges**

Uniform size,
bright and glossy.
Quality fruit
from pedigreed
trees.
Season April
to July.
On sour orange
stock.

VALENCIAS.—Trees of fine willowy and vigorous growth, with extremely few or no thorns, foliage dense, comes into bearing two or three years from planting. Fruit even when held late in the season, as late as June and July, will be medium, not apt to run to large, off sizes like the Tardiff. Color reddish orange; skin thin and of extremely strong texture; solid, heavy, juicy and strong fibrous interior. Carries best of any orange known and has been kept in storage for four months without any appreciable loss by decay. Here is an orange whose season is the latest, whose

size is all that is desirable, whose juice is abundant, flavor the best, tartness that suits the hot months and is prime after all other varieties become stale. It will always get you the most money because it goes into the market when there is nothing else to supply the trade. This is the variety of late orange to plant. Do not be misled into planting something that will not be so desirable. If you do not get the best in your groves and do not obtain the highest prices for your fruit you may easily account yourself as having lost money, so don't make a mistake as to choice, but plant the Va-

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lencia Late. Our trees of this variety are not budded from selections made at random; no trees have been budded from nursery stock, but every bud has been selected from the tree or portion of a tree that is producing the best type and whose fruit is holding over in good condition until the latest period. We claim and believe we have the finest selection as to type of Valencias to be found in Florida—pedigreed all through.

HART'S LATE—(Tardiff.)—In the early years of the production of late fruit in Florida this variety was held to be the best possible to produce. It is still planted in preference to the Valencia Late by many of the planters of long experience for the simple reason that they know of its past excellence and are satisfied to take their chances with what they know to be good. The fruit of the Tardiff is of larger size than that of the Valencia Late, and where the planting is to be confined altogether to

the sour orange stock, and where the planting will be on low or heavy soil and the production of the tree is heavy, doubtless the Tardiff will make better fruit than the Valencia Late, because it will produce fewer small off sizes. We do not consider the Tardiff to be of such fine appearance as the Valencia Late, but it is in every way as good a keeper, produces a fine, handsome, heavy and good-keeping fruit. The flavor is good, inclined to be a little more tart than the Valencia Late. The color is light orange. Has very few seeds; the tree grows larger in proportions, spreads out and provides a larger fruiting area than does the Valencia. A vigorous grower, wood coarse, and sometimes thorny. This variety is well adapted to Florida and is especially well adapted to Louisiana planting, where it produces a much better orange than the Valencia Late will produce. In Florida the season for the Tardiff is from May until July. In Louisiana from January until March.

NAVELS

Do not plant these for commercial purposes. The Navel has proven to be a disappointment to Florida planters. The new California varieties have proven to be nothing but a handsome rind, with an interior that more resembles an apple than anything else, practically without juice, and we have dropped them from our list. We still propagate in our nurseries the Washington Navel and the Surprise Navel for the purpose of filling Home Orchard orders. One of the greatest reasons why the Navel orange is not suitable for commercial purposes is that it grows to such large proportions and is so undesirable in the market for that reason that dealers will not handle it. What the dealer will not handle the planter cannot sell at a profit. Therefore, confine your planting of this variety to your Home Orchard, where it will provide fruit of a most pleasing character. The varieties we carry are both producers, and with the exceptions above stated, the quality is good and the flavor is excellent.

WASHINGTON NAVEL.—Trees almost thornless, strong growers; prolific when propagated on rough lemon or trifoliata stock. In some soils they give best results on sour stock. Fruit large, red-orange in color; skin thick, smooth and tough; seedless, flesh tender, juicy and sweet; flavor peculiarly its own, luscious and fine. Peculiarly marked at blossom end, where a small secondary orange, irregular in shape, is formed, imbedded within, sometimes protruding from the segments of the fruit. This is generally conceded to be one of the best navel varieties, and is one of the most prominent fruits in California today.

SURPRISE NAVEL.—Introduced by Mr. E. S. Hubbard. Fruit rounded in form, slightly oblate, size medium, packing 150 to 180 to the crate; heavy, juicy and of fine flavor, acidity and sweetness well blended. Skin thin and closely adhering; flavor rich and vinous, of excellent quality; seedless, flesh fine grained; yellow in color. Tree strong, vigorous grower, foliage dark green, bears young, and unlike most other navels, this variety bears well on sour stock. We recommend this variety for general planting and believe it will prove to be the leading navel for Florida in the future.



Conner Prolific Grapefruit—They all bear
Three-year buds, five-year stock. Light, sandy (white) soil, lemon stock

Grapefruit

The one thing that is attracting more attention to Florida than anything else is the grapefruit she is producing. Grapefruit is the first thing that the man in the North thinks about when you mention Florida to him, and it is the first thing that he looks for when he visits Florida for the first time. Grapefruit has made Florida famous, and grapefruit can certainly do more in that direction for Florida than that particular brew that introduced Milwaukee to the rest of the world can do for Milwaukee. If anything in the way of a fruit could top off the list and make the catalog complete, grapefruit has certainly filled that place; and in our estimation will always keep absolutely the first place in every one's thoughts as being all that could be desired to make a complete combination to fulfil the requirements of the most exacting, and fill his or her being with the utmost satisfaction after having once sampled this most exhilarating nectar contained within the rind of *true, first quality Florida Grapefruit*. In the early days,—say thirty years ago—the writer has seen wagon loads of grapefruit carted about the country and sold to the tourists or visitors to this State, who kept them and admired them for their size and symmetrical beauty, but who were content to take the Cracker's word for it that they were not much good to eat. The Florida Cracker can do much, but he could not prevail upon the mind of the tourist to such an extent as to prevent his getting a taste of a thing that looked so good, and satisfying himself that it was or was not good to eat, so he tried it.

His verdict has been testified to as to accuracy by a great portion of the American people, who declare positively that a grapefruit is good to eat and have substantiated their declaration by making the Florida growers hustle to furnish them as much as they wanted throughout the last ten years; and the evidence that the Florida grower could not do so lies in the fact that they have sent so few to the market in comparison with the quantity called for that the price received for a good article of Florida grapefruit has been so great as to be almost astounding when compared with the cost to produce.

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WHAT WILL THE GROVE PAY?

Many hundreds of applicants for trees during the past two years have asked us what would be a fair return on their investment should they plant a grapefruit grove in Florida. That of course could be better determined by us if we knew just what that planter was going to do with his grove and how he was going to treat it. A great many groves are being planted that will produce less than others. In our own grounds we have given our trees every attention and every care necessary to their good condition, in order that they may produce large quantities of good fruit. The variety that we use is Conner Prolific, which we claim and can substantiate, will produce more fruit of a better quality than any other grapefruit in existence; and whose range as to season is the widest of any known variety,—October to July. In this catalog we exhibit a series of pictures, reproduced from photographs, of trees showing the development of a Conner Prolific grapefruit grove from six months after planting to six years old. These pictures will illustrate what development can be expected in the way of growth. Such development is only possible to procure by the very best treatment. As the average grove receives about half the care that this grove has received the development may reach almost the same mark, but the production will hardly do so. These trees illustrated herewith have borne to date 27½ boxes of fruit to each tree over the entire period of their existence. There are 80 trees to the acre and the average price received has been \$2.15 per box on the trees, or gross \$5,912.50 per acre since the grove was planted. The expense of producing this grove and paying all items of expense up to date has been little more than \$400.00 per acre, less the cost of the trees. In this planting two-year, 5 to 7 foot buds were used. The land is high pine and not hammock and is not any better than the ordinary grade of high pine land, which is chiefly used for the production of citrus fruits in this State.

We do not believe the same results could have been obtained on hammock land, for the reason that the depth of the soil is so great on the pine land, where it is entirely free of hardpan or any substance to prevent perfect drainage, that the possibility for forcing growth and fruit on the trees gave a better development than we could have gotten on the hammock, hence a larger bearing surface and more fruit and fruit of a better quality throughout than we would have obtained on any other land.

It is perfectly safe to predict that a grove of grapefruit will produce for the owner more money in the run of ten years at \$2.00 per box on the tree than anything that he could possibly plant. Over a longer period of time the Pineapple orange, the Conner Seedless orange, the Parson Brown orange, or the Valencia Late orange, all of which are strictly high grade, commercial varieties, would in all probability even up with the grapefruit, because we expect to see the price of grapefruit leveled down to that of the orange as production increases, but even then at half the value shown above, or a third of the value shown above, the grapefruit grove would be a veritable gold mine for the owner. From this time forward our Conner Prolific grapefruit grove will not cost us more than \$100.00 per acre for all expenses that we could possibly put on it and we safely expect it to yield 1,000 boxes to the acre and will not consider that that would be a large crop by any means. So, to answer all questions in this relation, we would say go ahead and plant your grapefruit or your oranges, whichever in your mind will meet the requirements of your soil and develop its greatest possibility. There is plenty of room for commercial groves of known

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varieties and there need not be any great fear that the time of overproduction will ever come as long as we have the Florida Citrus Exchange to build up and maintain stable values for our product. One of the essential things is to pin your faith on the Exchange from the start and determine that your grove shall market its fruit through that source. You will not only be helping your fellow grower, but you will be using the strongest agency possible to use to obtain the highest market prices for your product. The Florida Citrus Exchange is the Mecca of the orange grower who is in doubt, and is the salvation of the citrus fruit business in Florida, because it has placed the producer in a position whereby his former losses may be turned into the greatest gain and it has made orange growing extremely profitable and a sure source of wealth, where under the old conditions it was a gamble with the cards stacked against you. Any grower can prove this to his own satisfaction by going into the open market, selling one car to a broker, consigning one car to a commission house and turning one car over to an Exchange packing house, permitting them to pick, pack and sell it under the Exchange brands, already well known and appreciated for their reliability in all markets in the United States.

There are many good varieties of grapefruit just the same as there are many good varieties of hogs, cattle, or anything else. Regardless of the fact that there are many things of various kinds that are good, there is always something a little better. That is true with relation to grapefruit. First, we have the old Florida seedling type that at one time was satisfactory. This, however, was not the best commercial product, because among seedling trees there was seldom two trees that produced fruit of the same size, shape and quality. One would be flattened, another oval, another round in shape. One would be greenish, another yellow, another silvery in color, and in fact each individual tree was a variety of some kind within itself. This was not satisfactory and efforts to perfect the shortcomings were immediately made after grapefruit came into prominence as an edible fruit. Many new introductions have been made. Many hybrids have been introduced and practically every locality in the State has had selected from the trees in that locality some particular tree that would be a little different from the rest and from this tree buds have been taken and varieties named. This accounts for the Hall's Silver Cluster, the Bowen, the Walters, the Duncan, the Marsh Seedless, and various other varieties, some of which are good, some of which are not, most of which are indifferent and whose equal can be found among dozens of others contained in the long list of varieties used throughout the State. In our work with grapefruit we have not resorted to hybrids, nor particularly to a selection from any but one type, the original variety which we propagated in our nurseries for several years being the Bowen. We first obtained the Bowen grapefruit from the old Holden grove near Orlando. The writer gave this variety to Col. G. H. Norton, who at that time (about 20 years ago) conducted a general citrus nursery business at Eustis, Fla. Col. Norton propagated this variety for several years and we obtained our first trees from him, which were planted in our groves at Tangerine. From one of these trees originated a sport, a direct improvement in quality, color and flavor, and which by the Department of Agriculture, was called Conner Grapefruit, and which on account of its prolificness we called the Conner Prolific. We have continued to select from this variety year after year budwood from the very best types that developed, working always toward earliness and better quality, until we now have a grapefruit that will ripen its fruit always by the first of November and always show fine color by the middle of October, at which time it is large enough and perfectly well enough matured to

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place on the early markets in such condition that it is readily sold at good prices. This variety is true to the Florida Grapefruit type, not hybridized with the orange or any other variety, also has the distinction of maintaining its size and quality throughout the season just as the Florida seedling grapefruit would, and can be shipped with the late varieties in perfect condition and without the loss of quality. This means big prices at both ends of the season when grapefruit is always worth the most. Should it become necessary to market this fruit in midseason its quality will commend it to the trade and the price realized will be the best. After this year we will no longer propagate the Bowen nor the Walters, and will confine our propagation entirely to the Conner Prolific, Florida Standard and Marsh Seedless. This for the reason that we have demonstrated these varieties to be in every way *everything* and *all* that the Florida planter is looking for to give him *precedence in the market* by reason of the fact that he is producing the *best fruit possible to produce* in the State. The Marsh Seedless is not of the same high quality as the Conner Prolific, but it provides a grapefruit that will be medium size and of good appearance late in the season and provides also a seedless fruit, whose supremacy is never questioned over ordinary varieties.

SOME REASONS WHY YOU SHOULD PLANT CONNER PROLIFIC GRAPEFRUIT

In the grapefruit grove of today there are essential objects that must be taken into consideration by the planter. These are, first, to get a variety that will show maturity and color at the earliest season possible, for at this time you should be able to get into the market **EARLY** if you choose, with a good article. Second, you should *know* that the variety you plant will produce big, regular crops. Third, that the fruit will be of proper size, of good color and of good weight. Fourth, you should plant a variety like Conner Prolific, that possesses all these good points, and furthermore will carry its full value to the end of the season. Conner Prolific, while the **EARLIEST**, will hang on the trees until the latest season. Conner Prolific will bear the heaviest crops, and the **BEST** fruit. It will produce *singly*, not in clusters, and it may always be counted on to bring the most money to be obtained for a crop of grapefruit. It does **NOT** sprout its seeds when held late in the season. It is seldom attacked by scab. It is always bright, when properly sprayed, and brightest in comparison with other varieties when not sprayed. Because we *know* it is *best* we are confining all of our own planting exclusively to this variety, and what we *know* is best we recommend for you.

CONNER PROLIFIC GRAPEFRUIT.—Propagated only by ourselves. Throughout our experience has given better satisfaction year by year and has continued to produce the highest quality of fruit. First propagated in 1900. It is a sport from the Bowen and a true grapefruit in every sense of the word, not a hybrid. In last season's shipment the majority of the fruit ran in 46, 54 and 64 to the crate in April and practically altogether 54 and 64 to the crate in October of this season. Fruit runs smaller and more uniform on trees five years old than on younger trees. Season the earliest. We know of nothing

that shows the same fine color, same tenderness and edible qualities so early in the season as the **Conner Prolific**. When other varieties are sour and absolutely unpalatable and containing little juice the Conner Prolific shows well developed segments, full cells, extremely juicy, and all that could be desired as an edible fruit, and for that reason we feel that we can safely claim that this is the earliest grapefruit in existence. Not only this to commend it, but the Conner Prolific grapefruit also has an extremely wide range as to season. Regardless of weather conditions, it may be held on the tree until late in the spring and shipped

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with the latest type known in perfect condition and at no appreciable sacrifice as to quality. The seeds lie close and



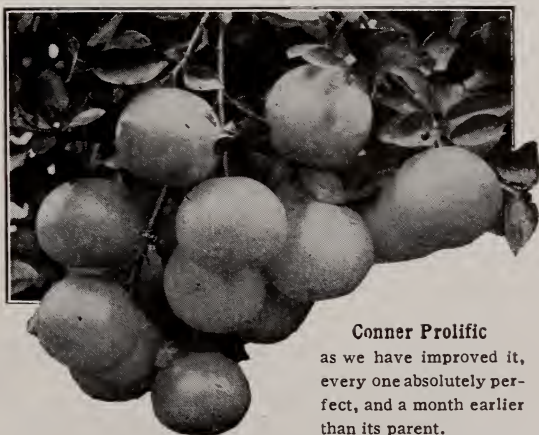
Conner Prolific Grapefruit
as it hangs on the tree

Every specimen on single stem. Note small size of stem.

compact in the core of the fruit; do not penetrate into the meat, therefore, are not influenced by the moisture in the fruit to the extent of sprouting. It is very seldom that a sprouted seed is found in the Prolific grapefruit and never one found if the tree is grown on the sour orange stock. A beautiful, silvery yellow in color, nearly always bright and glossy, skin smooth and even and no depressions over large glands. Well rounded, but slightly flattened in shape. Trees the largest we have ever seen for their age, spread out over an immense surface, giving great bearing capacity, which is usually well filled with fruit. Seldom if ever bears more than one fruit on a stem. Therefore, it is distinct in that respect, as grapefruit bearing three and four or more specimens of fruit that hang close together usually mar themselves or form a harbor for scale insects, where any amount of spraying would never get to them, and considered from any standpoint or any angle we feel that we cannot pass the subject without a recommendation to every planter of a grapefruit grove to use the Conner Prolific if he wants to make the most money out of his investment.

IMPROVED CONNER PROLIFIC GRAPEFRUIT

—Four years ago a stick of budwood was selected from one of our bearing trees and from this stick of budwood two trees were budded in our groves on Lake Carlton. At two years of age these trees began to bear. Early in September the fruit of these trees began to color up and we noted that the development was advanced, fruit of large size, bright, clean, smooth as glass and extremely handsome. By the 15th of September the fruit was entirely colored and of full size and maturity. The entire number of fruit was left on the trees throughout the entire season and watched over with the greatest care. The fruit held its fine condition until the middle of the summer, at which time it was taken off and used on our table. Without an exception this fruit was found to be in perfect condition and all in lateness that the old type of Prolific Grapefruit exhibited. Again, last season the trees bore a very heavy crop, and at the same early age developed into large size and fine color and were again well colored before the 20th of September. A part of this fruit was left on the trees until the middle of April and the rest of it was gathered in August. The fruit gathered in August was not even coarse and still retained all of its juice and not a single seed had sprouted in any fruit opened. We have exhibited this tree with the fruit on it to several hundred people who have visited our place during the last two years and they all agree with us that



Conner Prolific
as we have improved it, every one absolutely perfect, and a month earlier than its parent.

in this improvement on the Conner Prolific we have a still finer and earlier fruit than ever before. We cut from these two trees last year several thousand buds,

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and placed them in the nurseries, and our next season's propagation will be continued from this strain until finally all our Conner Prolific will be propagated

from this improvement over the old type. The trees we have grown from this improvement are offered for sale this year at the following prices:

PRICES: IMPROVED CONNER PROLIFIC GRAPEFRUIT

	Each	10	100	1,000
One-year Standard -----	\$2.00	\$15.00	\$125.00	\$1,000.00
3 to 4 feet -----	1.50	12.50	100.00	850.00
Extra size -----	2.50	20.00	175.00	1,500.00

BOWEN.—This is one of our favorite varieties, and one that is sure to give entire satisfaction. Tree grows to immense size, leaves large and of a dark green color, foliage dense and few thorns; bears young and is prolific; a good variety for light soils, and well adapted to all classes of land. Originated near Orlando, Florida. Fruit medium to large, smooth skin, silvery yellow in color, texture fine. Average about 46 to 54 to the box, runs smaller on old trees. This variety we could recommend to those planting in southern locations; because of its lateness in ripening, is not in best shipping condition until February, and will hang on trees in perfect condition until as late as June.

WALTERS.—Medium to large in size, average 54 to the box. Fruit of a fine appearance, good quality. Skin bright and clean, fine grained; an excellent sort. Tree vigorous, prolific, ripens fruit in December.

MARSH SEEDLESS.—Fruit medium in size, averaging 64 to the box, flattened in shape, skin smooth; heavy, juicy and of good flavor; nearly seedless. This is a prolific variety, whose chief attraction is its seedless qualities, and while medium to small in size, usually

brings good price on the market. Should be planted for commercial purposes generally for late shipments.

THE FLORIDA STANDARD. (Old Florida Grapefruit.)—This variety we have propagated from two 30-year-old seedling trees on our place for the purpose of meeting the requirements of some of our customers who are perfectly satisfied with the Florida seedling type. These trees are budded chiefly on sour orange stock and their adaptability is for strong soils where midseason to late grapefruit is wanted. The parent trees of this strain bear heavy crops every year and the quality of the fruit is excellent. The size is medium and the color and peel all that could be desired to make up a fine appearance. The two 30-year-old trees from which this variety has been taken bear fruit uniform in size and shape, and the fruit produced from these budded trees will be most gratifying in every particular. We can recommend this variety for general planting at all points on the Indian River, on all low and flatwoods lands and all hammock lands of any character, where they will give entire satisfaction and fully meet the requirements of the man who does not care to plant for the early market.

Shaddocks

Tree grows to immense size. Form similar to grapefruit. The fruit very large in size, skin thick, great number of seeds, pulp rose colored to pink. Flavor similar to that of grapefruit, but less of the bitter. The shaddocks are of no commercial importance, nor are they desirable except as ornamental fruits, for which they are remarkable for their size and beauty. Price \$2 each.

Lemons

Special methods of cultivation, pruning and curing are necessary in the production of lemons for marketing purposes. There are large areas of land in Florida well adapted to the production of lemons, but unless they are properly looked after in every detail, they are best left alone. However, no home grove is complete without at least two lemon trees, and those offered below are the best we know of for this climate.

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EVERBEARING.—Fruit large, pointed at both ends, skin thick and not smooth. Fruit of fine flavor and the best for house use. Trees do not grow very large, heads low like a Citron, bears every month in the year, and there is never a time when fruit cannot be gathered. Everybody should have one or two trees.

VILLA FRANCA.—Fruit medium size, rind smooth, thin and sweet. A very juicy, acid fruit of fine appearance. This has long been a leading variety, and we consider it the best either for general planting or home use.



Villa Franca Lemons

TO CURE LEMONS FOR HOME USE

Clip 100 matured lemons from tree, get a half barrel of perfectly dry sawdust and place a layer two inches thick of sawdust in bottom of barrel. then place a layer of lemons on this so they will not touch outside of barrel and so they will not touch each other. Cover this with a layer of sawdust two inches deep, then place another layer of lemons and sawdust until all are placed. In a short time all will cure and color well and be by far superior to imported lemons and at practically no cost. Try it.

Limes

The production of limes is now one of Florida's best paying industries. For many years the only limes obtained here have come from the keys along the southern coast, but the demand is so great at such good prices that commercial groves have been planted, whose future is already assured. During the last three years limes have sold in Southern markets at \$10.00 to \$15.00 per barrel, and there has not at any time been enough fruit in supply to meet half the demand. In the propagation of limes we have gone about it in a way that will positively be an advantage to our customers. Instead of growing them from seedlings, as is usually done in most nurseries, we have budded from the trees producing the largest and best fruit, into the rough lemon stock and the sour orange stock, the Mexican and Seedless Persian varieties, and our trees at two years old will produce from 200 to 500 limes of good size and the very best quality. Limes grow fast, and to large size trees very quickly, and at five or six years old will produce a barrel to the tree. The proper distance to plant is 18x25 feet.

SEEDLESS PERSIAN.—Tree vigorous, strong, upright grower, few thorns, beautiful foliage, of light green color. Fruit 2½ inches long and 2 inches diameter; thin skin, no seeds, abundance of juice; finest flavor, and valuable for home use from June till January. Fine fruit for market.

COMMON FLORIDA. (Mexican.)—The fruit mostly used for market purposes. Trees grow large in size, are very prolific, commencing to bear second year. Fruit nearly round, bright yellow in color, very acid, of a distinct flavor. Heavy and juicy. All our trees are either budded or grafted from bearing trees.

Kumquats

Propagated only on rough lemon and trifoliata stocks.

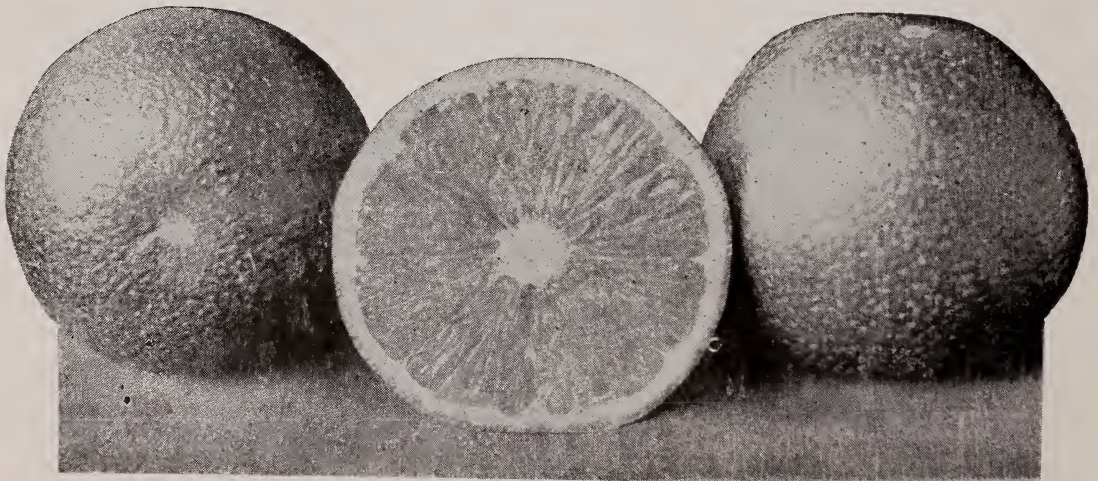
This fruit is becoming more popular each year, and as a commercial product is attracting a great deal of attention in Eastern and Northern markets, the prices obtained being such as to warrant its being planted in large quantities. Aside from its commercial value, it is highly ornamental, and as a lawn or border plant its beauty is remarkable. We have Kumquat trees in all sizes from small one year, up to four year buds fruiting heavily.

NAGAMI (oblong).—Size of fruit about one and one-half inches long by about three-fourths inch in diameter, deep orange yellow in color, peel delicate in flavor, sweet and aromatic, and flesh agreeably acid. Trees grow in shrub form, low, compact heads, leaves willowy, branches slender and entirely thornless. A most ornamental tree when loaded with fruit, as they always are, at two years from the bud. We recommend this tree for general planting on a small scale and particularly for yard decoration. The fruit makes a delicious marmalade and is splendid to eat from the hand. Does not require peeling, as the rind is a part of the fruit.

MARUMI (round).—Similar in every way to the Nagami only that it has a few thorns and is round in shape, about one inch in diameter. The round is not so desirable as the oblong and we advise the use of the oblong variety.



Nagami Kumquat



Conner Seedless Orange

OCKLAWAHA NURSERIES

DOES IT PAY TO PLANT TWO-YEAR BUDS?

It certainly does, and we have made the following calculations to prove it. Say you were going to plant a ten-acre grove, following our new plan of 80 trees to the acre and use 800 two-year buds, one-half oranges, one-half grapefruit, at the cost for 5 to 7 foot trees, \$1.50 for grapefruit, \$1.00 for oranges. These trees would cost you an average of \$1.25 each or \$1,000.00 To plant and cultivate the same number of one-year buds, same grade—5 to 7 feet—to cost for grapefruit \$1.25, and for oranges 85c, the average cost \$1.05, or for

800	\$ 840.00	
Planting	80.00	
Cost of fertilizer, one year.....	160.00	
Cultivation, one year	200.00	
Spraying, one year	40.00	
Supervision, one year	100.00	
Interest, one year	75.00	
		<hr/>
Total cost of one-year, 5 to 7 ft. buds, 1 year after planting	\$1,495.00	
Total cost of two-year, 5 to 7 ft. buds.....	\$1,000.00	
Balance in favor of two-year buds.....		\$495.00
In order to place two-year buds in position, deduct cost of planting	80.00	
		<hr/>
Which leaves you a net saving of.....		\$415.00

By anticipating all cost of labor, fertilizer, spraying, supervision and interest, you will see that at the end of one year after planting, your one-year trees will cost you \$495.00 more than two-year trees would cost you to start with, and as you can carry the two-year buds one year for the same expense as you can carry the one-year buds, you will reach at least one year's advance and have your trees twice as big, and after deducting cost of planting two-year buds effect a net saving of \$415.00. By following this out closely you will readily see that you not only save a year's time, but make your grove that much cheaper. We prefer two-year buds for our own planting because we can grow them more economically in the nursery and because all tenderness has been overcome by the age of the bark and foliage, also we have the branches established and the character of growth we want provided for, by heading the trees back, forcing heavy branches, from which to start, instead of being forced to start the top from a single stem as is the case with one-year buds of all sizes or grades.

Where the sun would heat and injure the stem of a one-year bud, the heavier bark of a two-year bud would be uninjured, and where frost might hurt the one-year bud, the two-year bud would be safe. It is always the first and second year that trees are liable to injury from frost; safely through that period the risk of loss is comparatively nothing. Plant two-year buds and be safe and get your grove at less expense.

Orlando, Fla., Dec. 20, 1913.

Mr. O. W. Conner, Lake Gem, Fla.

Dear Sir: After cutting and eating some of your "Conner's Seedless Oranges" must say that I was highly pleased with their flavor, texture and general appearance, and can heartily recommend them to anyone desiring an early orange.

Yours very truly,
A. B. JOHNSON.

OCKLAWAHA NURSERIES

Price List

There is No Economy in Planting Small Trees

If a tree is smaller than the well-known standard, 4 to 5 feet, branched tree that will caliper $\frac{5}{8}$ to $\frac{3}{4}$ inch, it is because that tree is made from a bud put in late in the season, and is immature; or because the stock upon which it is budded is small, or because it is not so vigorous as other trees which make up the standard. We ask you to closely consider these points before ordering, and bear in mind that a tree's value is determined always by its stock or size of caliper. In growing our one-year buds we invariably top them at 24 to 26 inches, regardless of the size of the stock. Some of these trees develop $\frac{3}{4}$ to 1 inch and others $\frac{5}{8}$ to $\frac{3}{4}$, while still others develop $\frac{3}{8}$ or smaller, according to the size of stock or time budded. A standard tree should represent the best above a certain size, without selection having been made for an extra size from the stock, and we offer our trees in this way. We quote smaller sizes, but do not recommend them because we do not consider them mature. Nor do we consider them economical, for it will cost more to develop these trees up to the better grade and in the time spent trying to do so, the better grade of tree would have come into bearing.

We also quote a larger size tree for the planter who wants the very best. Make your own choice.

GRAPEFRUIT, VALENCIA LATES, TARDIFF, AND CONNER SEEDLESS ORANGES, TANGERINES, MANDARINS, SATSUMAS, KING, LEMONS, LIMES, NAVELS.

ONE-YEAR-OLD BUDS, FOUR-YEAR-OLD STOCKS.

	Each	10	100	1,000
Standard, 4-5 feet, about $\frac{5}{8}$ inch caliper-----	\$1.00	\$ 9.00	\$ 80.00	\$ 750.00
3 to 4 feet, about $\frac{1}{2}$ inch caliper-----	.75	7.00	60.00	500.00
Extra size, about $\frac{3}{4}$ to 1 inch caliper (commonly classed as 5 to 7 ft.)-----	1.80	12.50	110.00	1,000.00

TWO-YEAR BUDS.

3 to 4 feet, well branched, about $\frac{5}{8}$ to $\frac{3}{4}$ inch caliper -	\$1.00	\$ 9.00	\$ 85.00	\$ 800.00
4 to 5 feet, about $\frac{3}{4}$ to $\frac{7}{8}$ inch, well branched-	1.80	13.50	125.00	1,100.00
5 to 7 feet, heavy, about 1 to $1\frac{1}{2}$ inch caliper--	2.50	20.00	175.00	1,500.00

THREE-YEAR BUDS.

Extra heavy, $1\frac{1}{4}$ to 2 inch caliper—heavy branched, fruiting stage-----	\$3.50	\$30.00	\$250.00	\$2,000.00
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ORANGES—PINEAPPLE, CARNEY PARSON BROWN, RUBY, Etc.

ONE-YEAR BUDS.

	Each	10	100	1,000
Standard, 4 to 5 feet, about $\frac{5}{8}$ inch caliper---	\$.85	\$ 8.00	\$ 65.00	\$ 600.00
3 to 4 feet, $\frac{1}{2}$ inch caliper-----	.75	6.00	50.00	450.00
Extra size, 5-7 feet, $\frac{3}{4}$ to 1 inch caliper-----	1.00	8.50	75.00	700.00

These extra size trees are carefully selected and no small switch-like trees will be included.

TWO-YEAR-OLD BUDS, FIVE-YEAR-OLD ROOTS.

	Each	10	100	1,000
3 to 4 feet, about $\frac{5}{8}$ inch caliper-----	\$.90	\$ 8.50	\$ 70.00	\$ 650.00
4 to 5 feet, about $\frac{3}{4}$ to $\frac{7}{8}$ inch caliper-----	1.00	9.50	80.00	750.00
Heavy, 5 to 7 feet, about $\frac{7}{8}$ to $1\frac{1}{4}$ inch caliper -	1.75	15.00	125.00	1,150.00

THREE-YEAR-OLD—EXTRA HEAVY. FRUITING STAGE.

	Each	10	100	1,000
	\$2.50	\$22.50	\$200.00	\$1,500.00

OCKLAWAHA NURSERIES

Price List (Continued)

On all orders placed prior to March first for two-year buds for fall planting, a discount of 10% will be allowed. Remittance of 25% of amount of order required in all cases.

NOTE.—We reserve in all cases a positive right to sell by height or caliper—according to character of variety—some of which never develop same robustness as others. Be guided by this reservation when ordering and take due notice.

KUMQUATS

Budded on lemon and trifoliata stock only.

ONE-YEAR, BRANCHED.

	Each	10
1 to 2 feet-----	\$.50	\$ 4.50
2 to 3 feet-----	.75	6.00
3 to 4 feet-----	1.00	8.50
4 to 5 feet-----	1.25	10.00

TWO-YEAR, BRANCHED.

2 to 3 feet-----	\$1.00	\$ 9.00
3 to 4 feet-----	1.35	12.50

THREE-YEAR—FRUITING—HEAVY.

3 to 4 feet-----	\$1.75	\$15.00
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3-Year Grapefruit Buds in Nursery

OCKLAWAHA NURSERIES

BUDWOOD AND SCIONS

During the many years we have been in business, it has been our constant aim to establish and keep pure every variety propagated in our nurseries, all of which have been fully tested and proven. We now have the confidence of so many of the planters and propagators of citrus fruits, both at home and abroad, that furnishing Budwood and Scions has become one of our most prominent features. We are now prepared to handle orders for anything in this line much better than ever before and our knowledge of what is needed for the different methods of propagation is a valuable aid to the success of your endeavors. *Eye Buds* (Budwood) of all standard varieties of Oranges, Grapefruit, the Mandarin family, Lemons and Limes will be furnished by mail to all points in the United States, Mexico and West Indies, or by express to any point in Florida at the following prices:

FROM NON-BEARING WOOD		FROM BEARING, PEDIGREED TREES	
Prices of Budwood:	Prices of Scions, or grafts (terminal cuts).	Prices of Budwood:	Prices of Scions:
Per 12.....\$.50	Per 12.....\$.60	Per 12.....\$.60	Per 12.....\$.75
Per 50.....1.00	Per 100.....2.50	Per 50.....1.25	Per 50.....2.00
Per 100.....1.25	Per 1,000.....15.00	Per 100.....1.50	Per 100.....3.00
Per 1,000.....5.00		Per 1,000.....10.00	Per 1,000.....20.00

WHEN ANTS TROUBLE YOU USE "CREOCIDE"

A



Product

A powerful and soluble disinfectant, embodying the active principles of coal tar and essential oils, and free from the poisonous action of carbolic acid.

To destroy insects on plants and trees use one part Creocide to 100 parts of water. For dog kennels, stables, poultry houses, etc., infested with vermin spray thoroughly with a solution of one part Creocide to 30 parts water. For washing dogs to kill fleas, use one part of Creocide to 50 parts of water. (An occasional wash with this mixture keeps their coats wonderfully smooth and free from insects and odor.) Soap may be used at the same time. For closets, ash barrels, sinks, etc., one teaspoonful to one pint of hot water.

TO DESTROY ANTS AROUND CITRUS TREES USE CREOCIDE

We have found that the best method is as follows: First make a hole in the ground about one foot deep at a convenient point, then with a spade or a hoe remove the dirt from the bed occupied by the insects around the base of the tree, depositing the same in the hole prepared for it, after which the hole may be re-filled and the insects will never emerge. By this method one can easily get right into the center of infection, which should be copiously treated with a Creocide solution of one part Creocide to 30 or 40 parts of water; then with a burlap the stems of the trees can be saturated with same solution and the hole at the base refilled, the earth being packed tightly, and no further trouble will be experienced. We have treated a great many trees in this way and have had no further trouble with ants after this treatment.

Sold in quantities from one gallon up. Single gallon \$2.00; 5 gallons \$7.50 f. o. b. our shipping point.

OCKLAWAHA NURSERIES

Terms and Methods of Business

THE OCKLAWAHA NURSERIES are located in the western end of Orange County and the eastern end of Lake County, the county line running through the middle of our plant, on the Seaboard Air Line Railway, our shipments being made from Victoria station. Our post office is Lake Gem, Orange County, adjacent to our nursery. We have the Bell telephone direct to our plant. Customers in any part of Florida who have connections with the Bell system can reach us at any time at a small charge—call Victoria. Telegrams may be sent to Zellwood to be telephoned direct to our office at Victoria. The toll charge is 10 cents.

This is a change of location for us and one that is decidedly for the better, because it provides us with unlimited new land lying immediately south of the great lake region of Orange and Lake Counties, with 36 miles of water protection north and northwest of us, and a soil whose elevation of 35 feet above these lakes provides us with the condition so favorable to carrying our stock through the winter season in perfect condition, unharmed from cold, and the development of the finest root system possible to get on a tree. Therefore we are in a position to emphasize fully that we are producing strictly the QUALITY tree of all Florida.

GRADING.—Our reputation has been made for sending out good stock. By great care in this direction the first shipment sent out this season brought back a quick response from our customer, Mr. G. A. Pacetti of Dupont, Florida. He stated that every tree was simply perfect and the most beautifully grown and best rooted he had ever seen—a little more quality.

PRICES.—By comparing our list with those of other nurseries you will find little difference, if any. By comparing our trees, when you receive them, with those of other nurseries, the discrepancy will be in our favor. After the trees have come into bearing and you find your product everything that you could desire, with pedigree simply sticking out all over them in the shape of fine, luscious fruit, the discrepancy will be in your favor and any difference that you pay now will be returned a hundred fold in many ways. Do not let 10 or 15 cents per tree additional cost stand in the way of your possessing a perfect grove producing perfect fruit of each variety you plant. We may charge you a little more for trees, but not half as much as they are worth from that standpoint to you.

HOW TO APPLY PRICES.—Five trees of one variety will take ten rates. Ten trees of three or more varieties will take single tree rates. Fifty trees, five varieties of ten trees each, will take the hundred rates, while fifty trees of ten or more varieties will take ten rates. Five hundred trees at thousand rates, provided there are no less than five trees of any one variety ordered. Several people may order together, combine the number of each variety and save considerable in this way. Their various orders may be packed together, separated as to variety and separated upon arrival. Club orders will not be packed separately unless absolutely necessary for the convenience of the customers.

PACKING.—No better work is done in the State along this line than we do in our large, up-to-date packing house. Trees packed in full size

OCKLAWAHA NURSERIES

cases may always be expected to arrive at destination in good order and to remain moist for a month after packing.

OUR RESPONSIBILITY.—We cannot be responsible for your mistakes in planting. We do not know what treatment our trees may receive at you or your laborers' hands. Therefore when your trees reach you in good condition our responsibility ends. If your order is small and is packed in bales and subjected to a long delay in transit, claim for loss or damage should be made against transportation companies. If any loss occurs we will aid you in making recovery from transportation companies. Be sure always to retain your bill of lading and to get proper statement from your agent as to your loss, showing date of receipt. You can then order more trees with full confidence that you will be reimbursed for your loss. We have had no complaints on account of damages by delayed shipments in a period of five years. This is practical evidence of good packing. We will always make good any trees arriving in bad order provided there is no delay in transit, and if reported immediately upon receipt of goods.

TERMS.—New customers should remit for their trees in full when order is sent, if immediate shipment is desired. This will save time, as we must investigate your credit before we ship your goods on open account. If stock is ordered in advance of shipping season and held in our nurseries for future delivery, a remittance of 20% of purchase price is required in all cases. After this payment is made and the stock tied up, we require full payment by December 15th, any season. No trees will be held over after this date for your account, unless paid for in full or unless an extension of this clause is agreed to between ourselves and the purchaser.

FREIGHT PREPAYMENT.—Freight must be prepaid where shipments are made to points in Cuba, Isle of Pines, or other countries foreign to the United States. We can figure the weights and freight rates on a bill of trees where our customer gives the number desired and asks us for such information. Approximately, however, this cost is, on orders of \$50.00, 20%, and on orders of \$100.00 and over, 15%. We will not accept orders for foreign shipment for a less amount than \$50.00.

PREPAY STATIONS.—For convenience, our customers often ask us to make shipments to prepay stations. We wish to state here that we will not be responsible for safe delivery of any shipment so made. In our opinion it will pay in practically every case for purchasers to have their shipments made direct to a station where the services of an agent may be had and forwarded local from that point, rather than to take chances of loss or damage.

EXPRESS SHIPMENTS.—This is advisable by all means on small packages, which should go by express. While the rate is 100% more than freight charges you will often save four times as much by paying it. Long distance shipments in hot weather should always go by express. We will not be responsible for safe delivery of any stock shipped out of the regular season, November first to March first, unless the shipment is made by express. Local agencies can furnish rates, or we will do so on application.

PARCEL POST.—Certainly a very undesirable way for handling trees or plants. While this method of shipment will doubtless prove to be most convenient and desirable for handling budwood or anything of that character, and can be used to good advantage, it should never be applied for handling trees, for the reason that in order to make a safe package the tree must be cut back to

OCKLAWAHA NURSERIES

a very small size and doubtless be more or less bruised before it reaches destination. Don't use Parcels Post for shipping trees.

SUBSTITUTIONS.—We plan in the spring and fall, during the season of propagation, to have in stock sufficient quantity of all varieties to fill all orders received; however, it sometimes happens that we are unable to supply some particular variety, and *unless instructed to the contrary, we will substitute some variety that nearest meets the requirements of our customers.* Those who are not willing to have us do this will please state "No Substitution," in the order.

REMITTANCES.—All remittances may be made either by personal check, money order on Southern Express Co., or postal money order on our post office at Lake Gem. All money sent in registered mail will be at your risk until received by us.

TREES RESERVED.—We will reserve trees in the fall months up to December 15th, when twenty per cent. of purchase price is paid in advance, the full amount to be paid and trees removed from nurseries on or before date named above, otherwise the amount paid when order is given is forfeited. No trees will be reserved without this payment.

CONTRACTING FOR TREES.—This is the sensible way to buy trees. Purchases to be satisfactory should always be made in the spring for trees that you expect to plant the coming fall or winter. You can then have your trees grown in any shape or form, whether tall or low branched and stocky, and you will always be sure to get one-year or two-year buds and have them ready for you when you are ready to plant. Such orders should be placed by the first of February, if possible, in order to give us ample time to properly develop the trees and have them ready for you when you are ready to plant. Special contract forms furnished upon application. Get one now and use it later.

SELECTION OF STOCK.—If no stock is specified in your order, we will send that which we think is best suited to your vicinity and to the variety that you order. Our long experience along this line enables us to choose suitable stocks for all locations and for all varieties intelligently, and we will endeavor to suit you in both. Tell us whether your land is light or heavy soil, if high or low, and if hammock, flatwoods, pine or scrub, and where located. We make a special feature of yard collections of citrus fruits for a home orchard.

ORDER EARLY.—Too many people wait until the last minute before placing their orders, and when they are ready to plant they find it necessary to buy trees from three or four nurseries in order to get what they want to plant. We begin to book orders as soon as our shipping season is over, for trees to be delivered the next planting season, and often our best stock of some of the leading varieties is sold before shipping season opens and those who wait are disappointed. Order early and secure exactly what you want in both variety and stock.

AGENTS.—Do not place orders with any one purporting to be our agent unless he can show you proper credentials from us.

Address all communications and make all remittances to

OCKLAWAHA NURSERIES,

Lake Gem, Fla.

Owned and operated exclusively by O. W. Conner.

OCKLAWAHA NURSERIES

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Conner Prolific Grapefruit

*Buy Land for Citrus Groves where local conditions have been
proven adaptable*

Florida Fruit Products & Land Company

LAKE GEM, FLA.

1529 First National Bank Building, Chicago, Ill.

Lands in Orange County

Lands in Lake County

Strictly first-class, high pine land in lots of 10 acres or more each, at \$30.00 per acre, 40 acres at \$25.00 per acre, provided with suitable roadways, and located within two miles of Tangerine and the Ocklawaha Nurseries. Conveniently located to railroad transportation, lying immediately between the Seaboard Air Line Ry. and the Atlantic Coast Line Ry., and no land further than 1 1-2 miles from railroad lines.

This land may be procured in 10, 20, 40, 80 or 100-acre tracts, in adjoining blocks, therefore, is attractive from a colonizing standpoint. Here you and your friends may own adjoining lands and continue the pleasant intercourse that has characterized your existence heretofore.

The quality of the land offered is such that it may be depended upon to produce a very high quality of citrus fruits. It is not flat nor low, but rolling ridge, high grade pine land, entirely adapted to the stock that produces the best fruit. Low cost, easy payments, and satisfaction guaranteed. Inspection and selection offered and furnished by the management of the Ocklawaha Nurseries, who guarantee that every word in this advertisement is truthful and correct.

The Ocklawaha Nurseries will contract to furnish 10 acres of the land described above, which they will select and guarantee to be first-class for the purpose used, to clear same of all timber, stumps, etc., plow and harrow, fence, furnish and plant 70 trees per acre, of catalog value of \$1.00 each, properly fertilize and cultivate until the end of the current year in which they are planted, for \$200.00 per acre. Or for \$175.00 per acre use a tree whose value at catalog rates is 50c each. Remember, we guarantee proper selection of land and everything satisfactory to the planter.

For full information apply to address above

J. H. ROSS, PRESIDENT
W. T. CARTER, 1ST VICE PRESIDENT
E. L. PEARCE, 2ND VICE PRESIDENT
L. D. JONES, SECT. AND BUSINESS MGR.

CABLE ADDRESS
"FLACITEX"
TAMPA, FLA. NEW YORK, N.Y.

F. L. SKELLY, GENL. SALES MGR.
E. D. DOW, TRAFFIC MANAGER
W. T. HAZLIP, CASHIER
W. T. COVODE, ASST. CASHIER



204 Franklin Street,
New York City,
March, 26th, 1915.
FCE 4048 FCE 25346

Mr. F. L. Skelly, Gen. Sales Mgr.,
Florida Citrus Exchange,
Tampa, Florida.

Dear Sir:-

Following instructions in your wire of the 23rd inst., we brought up to the auction room, two boxes of "Conner's Seedless Oranges" 176 size from the above car and cut them up for the trade. Placed one of the boys in charge, and saw that every buyer who came in the room sampled the fruit, and also had a sign put up informing them that these were "Conner's Seedless Florida Oranges", and made it a point to impress on the trade, the merits of same.

I am glad to say that this fruit caused a great deal of favorable comment, and that the demonstration was well worth while. Some of the buyers said that the only thing needed to put California Navel Oranges out of the running here, was through cultivation or spraying, to put the color and texture on these Conner's Seedless Oranges, and we would have them about right. One of our auctioneers, Mr. Goodsell, was very emphatic along this line, and personally, I believe that there is a great future for this fruit. I presume that cultivation, spraying, fertilizer, etc., will bring about the color and texture. In any event the buyers here all know "Conner's Seedless Florida Oranges" I am convinced that there is a great opportunity for this fruit.

Very truly yours,
FLORIDA CITRUS EXCHANGE,
R. H. Hall
District Manager.

CC:-
Mr. O. W. Conner, Mgr.,
Tangerine Citrus Growers Assn.,
Tangerine, Florida.

Note here the judgment of a man whose business it is to cater to the most exacting trade in citrus fruits to be found anywhere in the United States, and his endorsement of the desirable features embodied in the Conner Seedless Orange. These are the first Conner Seedless Oranges ever shipped to a market and this shipment was made from trees under five years old. Quality increases with the age of the tree. We have introduced this variety, fruited it and proven its market value. It is now up to the planter to reap the benefits of our labor in his behalf. Plant Conner Seedless Oranges.

J. H. ROSS, PRESIDENT
W. T. CARTER, 1ST VICE PRESIDENT
E. L. PEARCE, 2ND VICE PRESIDENT
I. D. JONES, SECY. AND BUSINESS MGR.

CABLE ADDRESS
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E. D. DOW, TRAFFIC MANAGER
W. T. HAZLIP, CASHIER
W. T. COVODE, ASST. CASHIER



Tampa, Fla., April 6, 1915.

Mr. O. W. Connor, Manager,
Tangerine Citrus Growers Ass'n.,
Tangerine, Florida.

Dear Sir:

I have your letter of April 2nd relative to the Conner's Seedless Oranges, and am glad to have the information contained in your letter with reference to this variety of fruit.

I am in hopes the Grapefruit Growers Association at Valrico will put in a large block of this stock as soon as they have the balance of the land cleared and that it will be possible for you to furnish these trees next year. In my opinion, there is no doubt that if enough of this fruit is planted to keep a steady supply going to market it will be a very profitable investment for the ones who have this variety.

I herewith enclose you the original letter from Mr. Holland with reference to the sale of FCE-4048, which car contained the Seedless oranges which you shipped to New York. It is not necessary to return this letter to me as it is probably of more value to you than it would be lying around in our files. We have, however, made a copy of same.

Yours very truly,
FLORIDA CITRUS EXCHANGE

F. L. Skelly
Gen'l Sales Manager

FLS/B

Please note the opinion of one man in Florida who has handled this year over three million boxes of the Florida crop and whose judgment as to market values by sales actually made in the markets should be a criterion for others. Note that quantity produced is a desirable feature. Plant Conner Seedless Oranges in large blocks.

BUDWOOD SELECTION PAYS

This is the Result of Selection Made Five and Eight Years Ago

Roseland, Fla., January 22, 1916.

Mr. O. W. Conner,
Tangerine, Fla.
Dear Sir:-

I can show proof to the effect that I have one of the finest and most profitable groves in this county in the shortest time of making, and the reason why it is so profitable is because it is set with Conner Prolific early grapefruit. I sold 200 boxes of Conner Prolific early grapefruit this season at an average price of \$6 per box in the first week in October, and it was sweet, juicy and beautifully colored when shipped. I can recommend your early Conner Prolific grapefruit to my friends as best for general planting.

M. E. Fields.

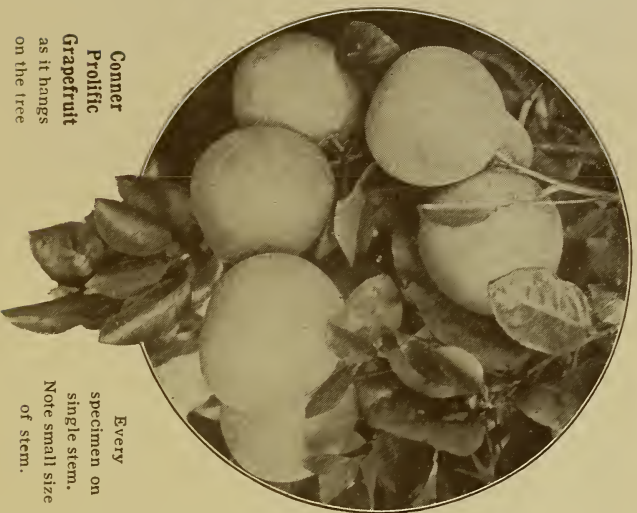
IT'S QUALITY THAT COUNTS

COCOANUT GROVE, FLORIDA,
Jan. 18, 1915.

The Ocklawaha Nurseries,
Lake Gem, Florida.

Gentlemen:—I beg to acknowledge the receipt of the sample of the Improved Prolific. It is surely a fine specimen, and I thank you for giving me a chance to see it. When I get to my planting I shall want trees that will produce that grade of fruit.

Very truly yours,
W. B. SCHÖBER.



Every
specimen on
single stem.
Note small size
of stem.

Conner
Prolific
Grapefruit
as it hangs
on the tree

We can grow only 5000 to 7000 trees of the Improved Conner Prolific Grapefruit each year until we get more trees into bearing. We guarantee every tree we grow for you to be budded from the original tree.

IT'S QUALITY THAT COUNTS

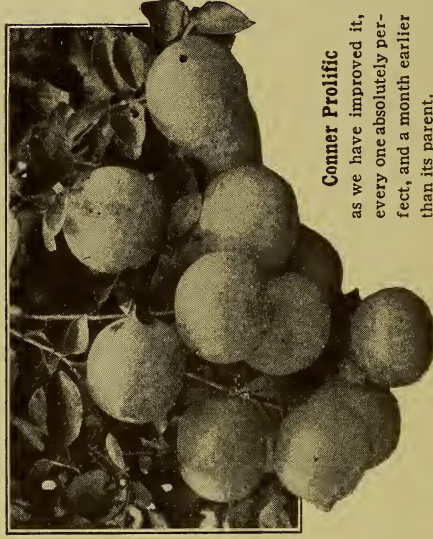
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Very truly yours,
W. B. SCHÖBER.

We can grow only 5000 to 7000 trees of the Improved Conner Prolific Grapefruit each year until we get more trees into bearing. We guarantee every tree we grow for you to be budded from the original tree.



Conner Prolific
as we have improved it,
every one absolutely perfect,
and a month earlier
than its parent.

**OCKLAWAHA
NURSERIES**
LAKE GEM, FLORIDA

Before MAKING OUT YOUR ORDER, read carefully remarks under "Terms and Methods of Business." Our customers will oblige us by using this sheet in ordering. Extra order sheets furnished on application.

Please write in the quantity, full name of variety, size and price. Any necessary correspondence should be written on a separate sheet.

☞ We substitute, unless instructed to the contrary, but never until the varieties or sizes ordered are exhausted; and in all cases cheerfully refund the money instead of substituting, if so requested.

Do you wish us to substitute to the best of our judgment in case any varieties or sizes ordered should be exhausted? Write "YES" or "NO."

Date _____ 191 _____

For amount enclosed, \$

the Trees and Plants designated below:

Write here "Freight," "Express," "Mul," or "Use your discretion."

13 This space for full shipping directions, without reference to P. O. address of purchaser.

☐ This space for name and P. O. address of purchaser, without reference to destination of shipment. Ladies please give title, Miss or Mrs.

Name _____

Name _____

Place (Express or Freight Station) Street and No. /
or P. O. Box { }

County _____ State _____

Post Office

Via www.via.com **1-800-828-8282**

County _____ State _____

All claims for shortage or damage must be made immediately upon receipt of goods



Descriptive Catalog and Price List



The Book of Truth for Planters of New Groves

